BROADCASTING
TELECASTI
TECHNOLOGY DEPT LIBRARY
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DEC 3 - 1949
DETROIT

now here's a strange thing, but . . .

WOR is like a puppy–

because its upkeep—compared with other media—is a pittance. To do a little close figuring: One-twelfth of 1-cent per impact per week is all one sponsor paid for talking to people in 422,755 homes.

WOR is like a shower–

because its powerful saturation of the majority of the homes in 430 counties in 18 states, brings you the greatest single station buy in the United States.

WOR is like a sharpshooter–

because it rarely misses on producing point-blank results. For instance, in a very brief time, one WOR show moved a sponsor's product from 8th to 3rd place in the candy bar field; pulled 82,896 contest entries from 47 states!

coming!

TWO GREAT TELEVISION STATIONS

WOR-TV, NEW YORK . . . CHANNEL 9 . . . WOIC, WASHINGTON, D. C.

WOR

—heard by the most people where the most people are

mutual

R v.36 Jan.–March 1949

OUR 25TH ANNIVERSARY YEAR

"Most Outstanding Broadcast We've Ever Heard"

WHEN the giant dirigible Hindenburg crashed and burned in 1937, WLS was there, recorded a vivid eye-witness account of the disaster. Mr. and Mrs. John A. Koenning of Des Plaines, Illinois, are among thousands of regular WLS listeners who remember this broadcast as the greatest in WLS' first 25 years.

They first started listening to WLS when they moved to suburban Chicago 18 years ago—still listen regularly, rarely tune in any other station. They seldom miss a National Barn Dance broadcast; Mrs. Koenning listens daily to "Feature Foods." From morning to night they listen to WLS, but of all the programs, they say the crash of the Hindenburg was "the most outstanding broadcast we've ever heard."

Even at the time, this broadcast was recognized for its greatness. NBC broke its ban on recordings to air it on the network. It is the only local station broadcast included in the Columbia record album, "I Can Hear It Now."

It is not only for this classic on-the-spot news broadcast that listeners remember the first 25 years of WLS. They recall other great events and regular services: how they made extra money on crops and livestock as a result of WLS market broadcasts; how they brought youngtsers home from school early, because of WLS weather warnings. They remember visits to the WLS National Barn Dance.

They remember and regard WLS as a *friend* in whom they have confidence and belief—a confidence that insures advertising results.

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES – 50,000 WATTS – ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

How to be FIRST in the World's No. 1 Oil Market!

Pick KPRC

FIRST IN BMB

FIRST IN HOOPER

FIRST IN THE SOUTH'S FIRST MARKET

It's true! Within Houston's trade area thousands of producing oil and gas wells supply *fourteen* of the nation's greatest petroleum refineries! The city itself houses more oil companies and industries allied with petroleum than any other community in the world!

Yes! And KPRC is FIRST in this fabulously wealthy market. FIRST in Hooper! FIRST in BMB! FIRST in the South's FIRST Market!

Blanket this tremendous oil market FIRST and deliver the big shipping ports of Beaumont, Port Arthur, Galveston and Texas City besides. Pick KPRC now! Write Petry or call us for availabilities.

KPRC HOUSTON

950 KILOCYCLES • 5000 WATTS

National Representatives: Edward Petry & Company • Affiliated with NBC and TQN • Jack Harris, Manager

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

REPORT of National Security Resources Board for civil mobilization, which may see light of day soon, is expected to call for full mobilization of our civil economy, not on basis of war next month or next year but war tomorrow. In its present form (and it may undergo sharp revision) understood to recommend total censorship and to approach commandeering of radio under stand-by powers which would be vested in President for use in event of national emergency.

PLAN for reorganization of FCC into virtually autonomous panels covering (1) broadcasting; (2) common carrier; (3) safety services, moribund for more than year, is being actively considered again. Presumably FCC wants integrated plan on paper to present to Congress in event it's called upon to do so.

GENERAL FOODS, New York, through Benton & Bowles, New York, currently negotiating with Lambs Club for presentation of the Lambs Gambols starting sometime in March to replace *Meet the Press* Sundays on NBC-TV. Marty Goodman is agent for Lambs Gambols.

ALL'S NOT serene in intramural relations of NAB and BMB. Financial and technical operations of research bureau are bringing frowns at association headquarters.

STATE of BMB treasury may require dispatch of flying squadron to enroll new members and persuade those already signed to meet their commitments. There's talk that A. D. (Jess) Willard, executive vice president, and Dr. Kenneth Baker, director of research, may be drafted by NAB for trouble-shooting mission.

CHEVROLET DEALERS of New York, through its agency, Campbell-Ewald Co., New York, expected to sign contract early next week for sponsorship of *Winner Take All* on CBS-TV.

BEFORE Commissioner George E. Sterling returns to Mexico City Jan. 9 to resume alternate chairmanship of U. S. delegation to International High Frequency Conference, FCC may settle its position with respect to status of 540 kc channel for allocation purposes. Indications are it will propose use of frequency for low-powered stations so that multiplicity of them could be licensed throughout country and thus perhaps relieve congestion on present six local channels.

BACK of rump movement to wipe out present FM Assn. board is group desiring to put Bill Bailey back as executive director.

NEWEST name heard for Assistant Secretary of State for transportation and communications, now occupied by Garrison Norton, is former FCC Comr. Ray C. Wakefield, now chairman of Provincial Frequency Board, headquartered in Geneva. Career diplomat R. Henry

(Continued on page 74)

Upcoming

Jan. 6: ABC Northeastern District Affiliates meeting, Waldorf-Astoria Hotel, New York.
Jan. 6-7: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington.
Jan. 10: FCC Hearing on Station Representation resumes, FCC Hdqrs., Washington.

(Other Upcomings page 36)

Bulletins

"TELEVISION will be the ultimate development in the entertainment world," Spyros Skouras, president, 20th Century-Fox Film Corp., said Thursday at a luncheon meeting of Radio Executives Club of New York. "Television will give motion pictures their greatest impetus since the advent of sound," he added. Asked about negotiations to purchase ABC, he declared, "They're out."

FAVORABLE U. S. tax ruling on Jack Benny-CBS capital gains deal, despite reports Revenue Bureau may rule otherwise (see page 25), expected by Loyd Wright, Los Angeles, attorney for Benny's Amusement Enterprises Inc. He said CBS has acquired firm in toto; that firm did $1,500,000 business last year; that Benny has not been sold but is contract employe of American Tobacco Co. which owns Broadway and radio shows.

IN SPECIAL Hooper survey taken Christmas Day, 4-6 p.m. (EST) NBC's *Two Hours of Stars* received a 10.0 rating or 39.6% of listening audience. CBS carrying Christmas show in same time received rating of 6.8 or 26.9% of listening audience.

Business Briefly

FASHION TV SERIES • Best & Co., N York department store, Jan. 5 sponsors first WABD (TV) New York fashion series, *Et Thorsen's Fashion Page*, Wed., 3:30-3:45 p. Weekly program to be sponsored in turn leading New York stores.

KRUEGER BREW NAMES • G. Krueg Brewing Co., Newark, to Geyer, Newell Ganger, switching from Benton & Bowles, N York. Radio has been used.

ASCAP CONTRACTS AUTOMATICALLY RENEWED

ASCAP contract with broadcasters automa cally renewed for nine years beginning Jan. 1950, Theodore C. Streibert, WOR New Yo chairman of NAB Music Advisory Committe announced when ASCAP failed to give noti of desire to negotiate for increased paymen by Dec. 31, 1948.

Contracts expired year from that date we automatically renewed on same terms—2¼ royalty for blanket license, 8% on progra using ASCAP music on per use basis. On change in new contracts will be broadcaste no longer can change back and forth from o type of payment to other.

REPRESENT TBA ON NAB UNIT

ROBERT P. MYERS, NBC assistant gener counsel, and Edward McCrossin of DuMo legal staff named representatives of Televisio Broadcasters Assn. on television subcommitt of NAB Music Advisory Committee to neg tiate terms for use of ASCAP music on vide Mr. Myers also is chairman of subcommitt as NAB appointee.

FMA Committee Lashes 'Rump' Move

LID BLEW OFF FM Assn. internal feud Thursday when FMA Executive Committee issued policy statement drafted at meeting called on 12 hours notice.

Committee declared:

Executive Director J. N. (Bill) Bailey was "fired" as executive director, "effective immediately." Committee charged him with "breach of faith" with board, which had "granted the courtesy" of permitting him to resign. Board action was taken at Dec. 10 FMA meeting in Chicago.

New executive director named by committee but his name awaits approval of entire board membership.

Expanded program and budget for 1949 reviewed, with "grass roots man-to-man" effort to aid FM stations. FMA will expand cooperation with equipment manufacturers, agencies and other radio facets.

Committee is embarrassed by rumors of NAB-FMA merger, explaining absolutely lack foundation. NAB was praised for its role as "chief and primary trade association for broadcasting industry."

No logical conflict exists between FM and television, and all broadcasts will one day be harmonized in one trade association.

"Petty indulgence in personalities and private axe-grinding" deplored.

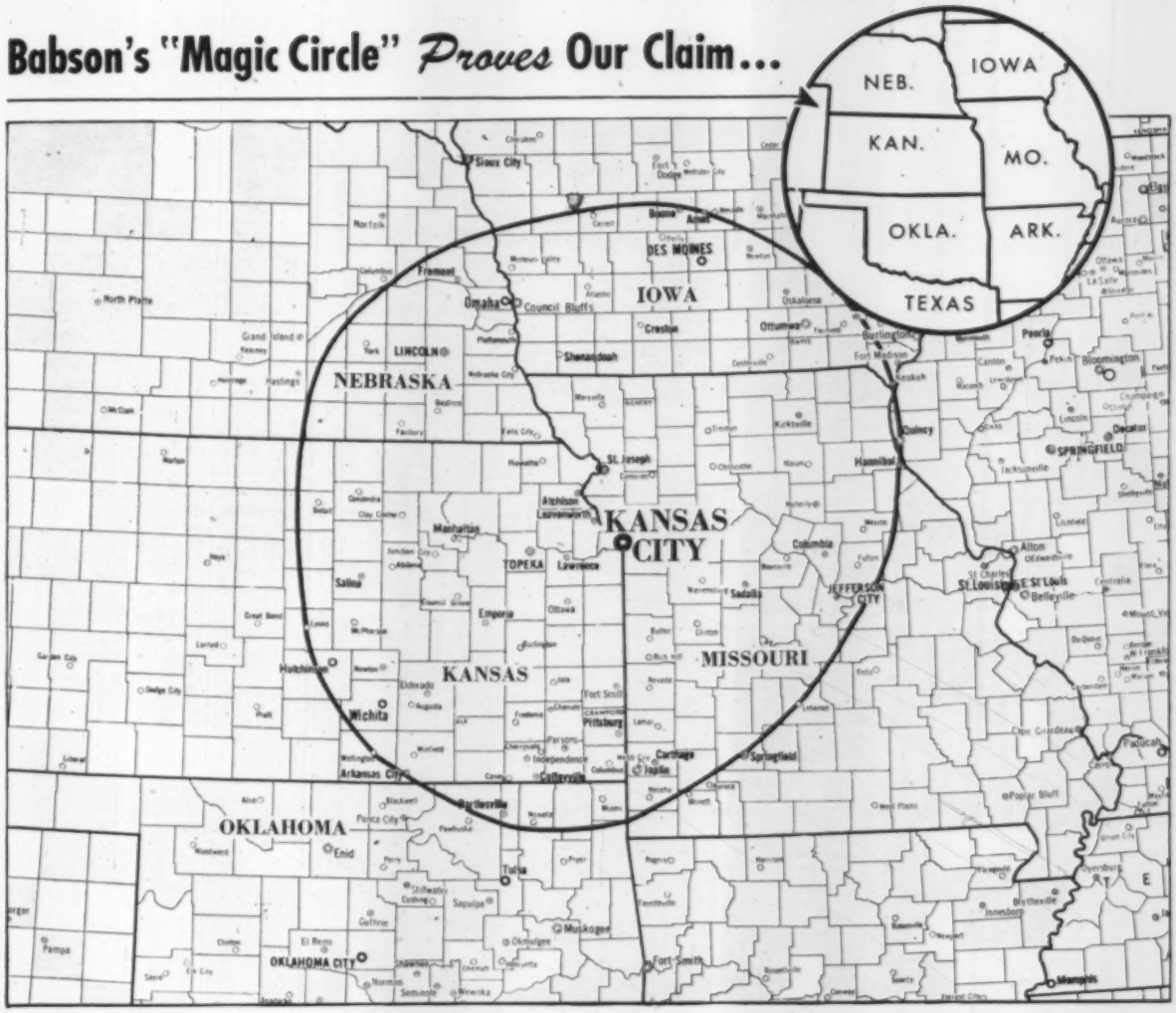
Attending meeting called Wednesday by FMA President William E. Ware, KFMX-KSWI Council Bluffs, Ia.: E. Z. Jones, FM vice president, WBBB, WBBB-FM Burlingto N. C.; C. M. Jansky Jr., Jansky & Bailey; B Strouse, WWDC and WWDC-FM Washin ton; Everett L. Dillard, WASH (FM) Was ington; M. S. Novik, consultant, New Yor Frank A. Gunther, Radio Engineering Labs.

Rump meeting of FMA station group w be held Jan. 16-18 at offices of Ray-Tel In Chicago, according to Graeme Zimmer, WC Columbus, Ind. Mr. Zimmer said group d sires to force out present FMA board. Amon group of seven expected to attend, he sai were Thomas F. McNulty, WMCP Baltimor Mr. Bailey and Bill Barlow, former public r lations director of FMA.

Mr. Zimmer said new FMA regime had c promotion and office funds and was b ing run by AM interests. He said drastic b laws changes will be proposed.

Mr. Bailey told BROADCASTING Thursday had not been invited to attend Chicago meetin

Babson's "Magic Circle" *Proves* Our Claim...



KCMO's Mid-America is *Whale* of Market!

"Richest in time of peace, safest in time of war," says economist Roger Babson about the "Magic Circle" area! And, Walter Bowers, Secretary, "Magic Circle" Development Conference, adds, "The annual income of the 'Magic Circle' has increased in ten years from six to sixteen billion dollars. Bank deposits have gone up in some parts of the 'Magic Circle' as much as five hundred per cent. Land values have doubled and tripled. The 'dust bowls' of the 20's and 30's have become the 'boom bowls' of the forties!"

KCMO's Mid-America, located completely within the "Magic Circle," has always been a big market — and it's getting bigger and bigger! For radio coverage in the "Magic Circle," you need KCMO's one-station blanketing of Mid-America. 213 counties inside KCMO's 50,000 watt measured ½ millivolt area — listened to in 466 counties in 6 "Magic Circle" states (gray counties on map). Center your selling on KCMO, Kansas City's most powerful station for Mid-America, in the "Magic Circle."

50,000 WATTS DAYTIME—*Non-Directional*
10,000 WATTS NIGHT—*at 810 kc.*

National Representatives
JOHN E. PEARSON COMPANY

KCMO

... and KCFM — 94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC Station for Mid-America

One Does It in Mid-America!

ONE station • ONE set of call letters
ONE rate card • ONE spot on the dial

A Name Worth Remembering *

In 1949, it will pay timebuyers to remember these call letters—W H H M .

They're worth remembering—for the experience of time buyers and advertisers has shown that WHHM delivers

MORE LISTENERS

PER DOLLAR

IN MEMPHIS

Watch cash registers ring those happy sales tunes, note how an alert audience responds to a WHHM message.

Remember WHHM in '49 for Memphis sales results!

WHHM

Independent—but not aloof

Memphis, Tennessee

Patt McDonald, manager **FORJOE & CO.,** representatives.

member of
Association
of Independent
Metropolitan
Stations

***Fairbanks-Morse furnishes this one.**

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

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John Cosgrove, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

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250 Park Ave., Zone 17, PLaza 5-8355
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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

BROADCASTING
TELECASTING

The Newsweekly of Radio and Television

..... always the advertising leader

BROADCASTING CARRIES MORE RADIO LINEAGE ANNUALLY THAN ALL OTHER TRADE PUBLICATIONS COMBINED.

Because BROADCASTING enjoys the highest degree of reader interest of any trade publication . . .

Because time buyers have repeatedly made it their first choice for station advertising . . .

Because its carefully-edited, painstakingly-prepared columns inspire confidence in the news it brings and the advertising it displays . . .

Because in its 17 momentous years of publication, it has relentlessly espoused the cause of free, competitive radio in the best interests of the art and industry and the free people it serves . . .

BROADCASTING has consistently been the most effective, result-producing medium in the entire field.

"Any advertiser can and most advertisers should use **SPOT RADIO**"

"To keep presentable longer

use **MENNEN SHAVING CREAM"**

• All over the country men are hearing the Mennen message from the friendly, *known* voice of top *local* personalities.

For Mennen uses the right local program in each of many markets—a friendly known voice selling Mennen to America's men, *their way*, wherever they may be.

You too can adapt this most flexible form of powerful radio to your special requirements.

These stations will add materially to your chances for spectacular success.

•

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas, Ft. Worth	NBC, ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA — WSB-TV
BALTIMORE — WBAL-TV
BOSTON — WNAC-TV
BUFFALO — WBEN-TV
LOS ANGELES — KFI-TV
MILWAUKEE — WTMJ-TV
M'P'L'S-ST. PAUL — KTSP-TV

EDWARD PETRY AND CO. INC.

Remember the story about...

the horseless buggy

that grew into...

the streamlined car?

That's just like the growth of WWDC in the rich Washington market. It started out small . . . and grew . . . and grew into a fast-acting streamlined force for profitable sales. If you want power and drive behind your radio advertising in Washington, your best buy is WWDC and WWDC-FM. Get the full story from your Forjoe man today.

WWDC

AM-FM—The D. C. Independent

Represented Nationally by

FORJOE & COMPANY

Feature of the Week

Announcer-producer Hurd (l) and news editor Ireland (r) with Garfield high school discussion group.

* * *

"THE UNDIRECTED expression of free speech by anyone . . . who wishes to express an opinion." A noble objective of our democratic society, this, and the standard of *Youth Views the News*, a half-hour weekly ad-lib discussion of current affairs heard Sunday mornings at 10 via tape-recorder on KOMO Seattle.

Effectiveness of the show, which is now reaching out beyond Seattle and western Washington high schools into nearby Canada, depends on how thoroughly the participating students are *not* prepared.

The principal of the school where the program is to be recorded is warned in advance by

(Continued on page 64)

On All Accounts

THE COMMERCIALS on a few coast-to-coast sponsored programs a week might be enough for the average agency man to handle, but not Innes Harris, commercial supervisor in the Hollywood office of Young & Rubicam.

No less than a dozen broadcasts per week bear the imprint of his three-man department. And this makes him just about the busiest agency man on the West Coast.

His responsibilities include the NBC Bob Hope show (Lever Bros.-Swan soap); CBS Jack Carson show (General Foods-Sanka); NBC Duffy's Tavern (Bristol-Myers products); NBC *Adventures of Ozzie & Harriet* (International Silver); ABC Meredith Willson show (General Foods-Jello); five weekly ABC *General Electric House Party* (electrical appliances); transcribed *Skippy Hollywood Theatre* (Rosefield Packing Co.-peanut butter) on 46 stations; CBS *My Favorite Husband* (General Foods-Jello).

INNES

He's the most teletype conscious man in town, constantly in communication with the agency's New York office checking on information for commercials of these shows. And when it's not the teletype, the long distance telephone gets a play.

Born in Rich Hill, Mo., Nov. 18, 1904, Innes was educated entirely in schools of his native state. He attended Drury College, Springfield, for a year. Then in 1926 he became sports editor of the *Springfield* (Mo.) *Republican* for a year, then joined the *Phoenix* (Ariz.) *Republic*.

Innes entered radio in 1929 as announcer-newscaster and publicity man for WTAM Cleveland. But after a good 12 months or so he moved to Westinghouse Electric Corp. in East Pittsburgh, handling publicity for that firm for the next few years.

Beginning in 1930 with radio publicity and running through commercial writing, program production and a variety of other assignments, young Mr. Harris was on the New York staff of Erwin, Wasey & Co. for the next four years.

He produced the CBS *Bobby Benson* show, then the top kid's program of the day. Assignments also included Arthur Godfrey's first network shows on CBS. In addition he handled a variety of

(Continued on page 64)

for profitable selling— INVESTIGATE

WDEL WILMINGTON DEL.

WGAL LANCASTER PENNA.

WKBO HARRISBURG PENNA.

WORK YORK PENNA.

WRAW READING PENNA.

WEST EASTON PENNA.

Represented by

ROBERT MEEKER ASSOCIATES

New York • Chicago

San Francisco • Los Angeles

STEINMAN STATIONS

Westinghouse Radio Stations Inc

announces the appointment of

FREE & PETERS, *Inc.*

as national sales representatives for

KDKA · WBZ · WBZA · KYW · WOWO · KEX

Offices of Free & Peters are located in

Atlanta Chicago Detroit Fort Worth

Hollywood New York San Francisco

Radiorama

INSPECTING wreckage of the KRLD Dallas towers, located near Garland, following their collapse Dec. 21 (see story this issue) are (l to r) Clyde Rembert, manager of KRLD; Don Houseman, insurance executive; Tom C. Gooch, president of *The Times-Herald*, station owner, and John W. Runyon, KRLD president. Station resumed in about eight hours.

BALOWSTAR, new super-fast video lens used by ABC to telecast midnight Mass on Christmas Eve from St. Patrick's Cathedral, is viewed by Frank Marx (l), ABC engineering v.p., and Jack Pegler, Television Zoomar Corp.

MEL BEKINS (l), pres., Bekins Van & Storage Co., accepts plaque for his company's public service commercials saluting Omaha area industry from Thomas Ashton, Omaha C of C pres., and Paul Fry, KBON Omaha manager.

NILES TRAMMELL (l), president of NBC, covers a point during a cocktail party which marked switch Jan. 2 on NBC of the Horace Heidt program from 10:30 p.m. to 7 p.m. Sunday. With Mr. Trammell are (l to r) Mr. Heidt; Pat Gorman, adv. director, Philip Morris Co., and O. P. McComas, PM v.p.

FIRST Dallas telecast for WBAP-TV Ft. Worth, opening of Greater Dallas Motors, Ford agency, show rooms, brings congratulations for Harold Hough (r) WBAP-TV director, from Howard Smith, Rogers & Smith, Dallas agency.

REPRESENTATIVES of sponsor, agency and network discuss promotion plans for GE's *House Party* (five-a-week on ABC) during "closed circuit" broadcast. Present are (l to r) James Webb, Young & Rubicam v.p.; Robert Kintner, ABC executive v.p.; A. M. Sweeney and George Parks, GE. Program starts today (Jan. 3), 3:30 p.m., EST.

PLANNING hockey broadcasts on WSRS Cleveland are (seated, l to r) Danny Landau, WSRS sportscaster, and P. A. Snyder, pres., East End Nash Co., sponsor, with (standing) Samuel Sague, WSRS pres., and Leo Barron, sales mgr.

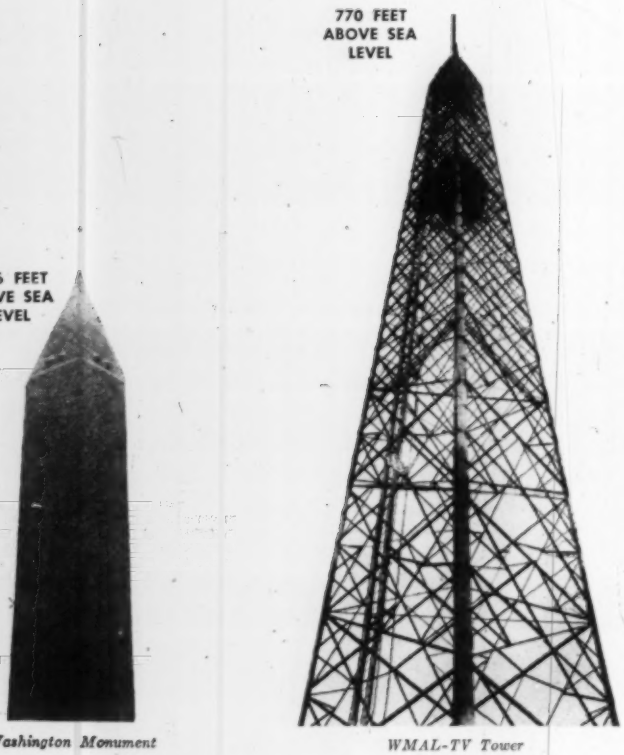
For TV selectivity...check channel 11 first!... With the widest range of television programs . . . best coverage of news, special events, sports...drama, beauty, homemaking ... children's shows, religion for all creeds, public service . . . WPIX offers enough video variety to attract the attention of any viewer —or advertiser!...can make more sales, create more conversation among customers, build better business in a new major market, well worth the effort now...and from now on!

For full details, cost and rates on WPIX programs currently available for sponsorship or syndication...write or phone...today!...

WPIX • THE NEWS Television Station
220 E. 42nd St., N. Y. C. . . . MUrray Hill 2-1234
Represented outside New York City by
FREE & PETERS, 444 Madison Ave.,New York 22

WPIX
NEW YORK CITY • CHANNEL 11

ON THE WASHINGTON SCREEN



Washington Monument — *WMAL-TV Tower*

The Highest Light In Washington . . .

• • • Towering high above everything in Washington, WMAL-TV's ultra-modern six-bay super-turnstile antenna is the highest point in the entire Nation's Capital! This "plus" in height is a contributing factor in the beautiful signal radiated into the homes of this vast market.

Power . . . Programs . . . Prestige

• • • WMAL-TV is Washington's most powerful television station—a guarantee of a clear, steady signal far beyond the metropolitan area. Another reason for the popularity of WMAL-TV with the viewing audience, is that it was the first television station in the country to advertise and maintain a seven-night-a-week program schedule. Wherever things of top interest are taking place—whether Redskin football games, boxing, wrestling . . . top news events . . . WMAL-TV studio productions . . . or top attractions from New York—the best in television entertainment in Washington will be found on WMAL-TV. It's a happy combination of tops in signal, tops in programs, and tops in acceptance—for the Evening Star's 96 years of predominance in Washington makes The Evening Star Television Station the most ACCEPTED in Washington homes.

WMAL **WMAL-TV** WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Agencies

R. A. PORTER, formerly in charge of New York office of Roche, Williams & Clearly, and prior to that with Stack-Goble, Chicago, joins Dancer-Fitzgerald-Sample, New York, as vice president and member of plans board at end of January.

FRENCH L. EASON, vice president of L. W. Ramsey Co., Chicago, became Chicago manager of Fletcher D. Richards Agency on Jan. 2. **SHELDON M. FISHER,** who opened the Richards office there three months ago, returns to New York.

JAMES R. LUNKE and **CRAIG MAUDSLEY,** Pacific Coast advertising executives, announced formation of Lunke-Maudsley & Assoc., with offices in Joseph Vance Bldg., Seattle. Both men formerly operated their own advertising agencies.

Mr. Lunke

Mr. Maudsley

RAYMOND C. KEMPER, formerly staff producer with Don Lee Broadcasting System, Hollywood, joins radio production staff of McCann-Erickson, same city.

THOMAS W. DEALEY joins W. Earl Bothwell Inc., Hollywood. He was formerly with D'Arcy Agency, St. Louis, and before that with Hillman Shane & Breyer, Los Angeles.

MIKE NEWMAN & Assoc., Hollywood, moves to larger quarters at 5371 Sunset Blvd.

RUTLAND, GILCHRIST & CLEM, Toronto, opened an office at 37 Queen St. South, Kitchener, Ont. **DONALD G. DICKSON** is manager of new office.

JOHN GREEN and **JOSEPH LAMNECK** transferred to television staff of Newell-Emmett, New York. Mr. Green will work on production and Mr. Lamneck becomes staff art director.

JAMES P. DWYER, Gray & Rogers Adv., Philadelphia, elected president of Junior Adv. Club of Philadelphia. **EDWARD A. SEIFKEN,** also of Gray & Rogers, elected vice president.

BRISACHER, Wheeler & Staff, San Francisco, elected to membership in American Assn. of Advertising Agencies.

EARL C. NOYES Adv., Rutland, Vt., announces opening of a conference office of its Washington branch in the Washington Bldg.

DOHERTY, CLIFFORD & SHENFIELD, New York, announces these appointments: **LESLIE A. HART,** formerly with Eastern Cooperatives, New York, to copy staff; **PAUL G. INDORF,** previously with J. M. Mathes, New York, to radio copy, and **ALBERT SKOLNIK,** formerly with Pedlar & Ryan, New York, to media.

McKIM Adv., Toronto, moves offices to McKim Bldg., 47 Fraser Ave., Toronto. Telephone: MElrose 4642.

JAMES D. BISHOP appointed art director of Lewis & Gilman, Philadelphia.

LINCOLN W. ALLAN joins O'Brien & Dorrance, New York, as production manager.

MEL MATHEWSON and **ROY POWERS** joined Thomas C. Wilson Adv., Reno, Nev., as art director and account executive respectively. Mr. Mathewson was formerly a freelance artist, and before that with Bacon & Lawrence, San Francisco agency; Mr. Powers was formerly with John D. Roche Inc., Los Angeles.

ROBERT BRAGARNICK, formerly with Dancer-Fitzgerald-Sample, New York, joins Biow Co., New York, as an account executive.

WILL PEARCE, art director of Botsford, Constantine & Gardner, San Francisco, elected a vice president of the firm. **CATHERINE BIDELSPACHER,** formerly with Compton Adv., New York, joins the agency's media department.

WILLIAM P. SCHRAMM, advertising director of Armstrong, Requa & Assoc., San Diego, made partner in firm replacing **HAROLD F. REQUA JR.,** resigned. Agency name changed to Armstrong-Schramm Co. Mr. Requa left to become advertising and public relations director for Sun Harbor Packing Co.

ROBERT B. SELBY, manager of Smith, Bull & McCreery, San Francisco, elected a vice president of the company.

BROADCASTING
Comparative Network Program Schedule
January 1949

Yeah, but can he lift a sales curve?

EVE

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lee Hats Drew Pearson (226) R	Prudential Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (497)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Goodyear Tire Greatest Story Ever Told (213)	Coca-Cola Spotlight Review +164)	Cudahy Packing Nick Carter (498)	Int' Silver Co. Ozzie & Harriet (128)
6:45	"	"	"	"
7:00	Go For The House S	Amer. Tob. Co. Jack Benny (173) R	TBA	Philip Morris Horace Heidt (148)
7:15	"	"	"	"
7:30	American Oil Co. Carnegie Hall (108)	Lever Bros. Amos 'n' Andy (150)	Mutual Benefit Behind the Front Page (461)	Rexall Co. Faye & Harris (161)
7:45	"	"	7:55-8 "	"
8:00	Smith Bros. Stop The Music (173)	Wildroot Sam Spade (168)	Co-op A. L. Alexander	Ford Motor Co. Fred Allen (163)
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	Philip Marlowe S	Music	Command Performance
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Cos. Electric Theater Helen Hayes	Under Arrest	Sterling Drug Mon. M.-Go-R. (150)
9:15	Andrew Jergens Louella Parsons (204)	" (159)	"	"
9:30	U. S. Steel Corp. Theatre Guild on The Air (241)	Col.-Palm.-Peet Our Miss Brooks (151)	Carter Products Jimmy Fidler (205)	Sterling Drug Alb. Fam. Music (151)
9:45	"	"	Twin Views Of The News S	"
10:00	"	Frigidaire Lum 'n' Abner (164)	Secret Missions	Eversharp, Take It or Leave It (161)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	It Pays to Be Ignorant S	Starlight Moods S	T B A
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service	Metro. Life Ins. Eric Sevareid (72)	Repeat of Kid Strips	News S Bob Warren
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"		"	Sketches in Melody S 6:25-6:45
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) "	P & G Beulah (78)	Co-op Fulton Lewis (291)	Liggett & Myers Supper Club (161) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date	Miles Labs. News of World (143)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (154)	News	Art Van Damme Quintet
7:45	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside of Sports (106)	Pure Oil Co. Kaltenborn (22)
8:00	Assn Amer RR Railroad Hour (270)	Bromo Seltzer Inner Sanctum (152) R	Falcon S	DuPont & Co. Cavacade of America (152)
8:15	"	"	"	"
8:30	"	Lever Godfrey's Talent Scouts (150) R	Trimount Sherlock Holmes	Firestone Voice Firestone (140)
8:45	Henry Taylor General Motors (282)	"	"	"
9:00	Let's Go to the Met	Lever-Lux Lux Radio Theater (153)	Noxzema Gabriel Heatter (330)	Bell Telephone Telephone Hour (150) R
9:15	"	"	Mutual Newsreel S	"
9:30	Stars in the Night S	"	Mail Pouch Fishing & Hunting Club	Mars Inc. Dr. I. Q. (131)
9:45	"	"	"	"
10:00	Elec. Workers Arthur Gaeth (87)	Lever-Pop'dent My Friend Irma (153)	Korn's-A-Krackin'	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin S	"	"	"
10:30	On Trial S	R. J. Reynolds Bob Hawk (160)	Orchestra S	Radio City Playhouse S
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (72)	Repeat of Kid Strips	News S Bob Warren
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"		"	Sketches in Melody S 6:25-6:45
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) "	P & G Beulah (78)	Fulton Lewis Jr. (291)	Liggett & Myers Supper Club (161) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Orchestra S	Miles Labs. News of World (143)
7:30	TBA	Campbell Soup Club 15 (154)	News	The Smoothies
7:45	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (106)	Pure Oil Co. R. Harkness (27)
8:00	Youth Asks the Government S	Sterling Drug Mystery Theater (149) R	George O'Hanlan	Philip Morris This Your Life (142) R
8:15	Earl Godwin S	"	"	"
8:30	Co-op Town Meeting (56)	C P P T'th Pwdr Mr. Mrs. North (151) R	Official Detective (139) S	Lewis Hows Co. Alan Young Show (156)
8:45	"	"	"	"
9:00	"	Gulf Oil We the People (121)	Serutan Co. Gabriel Heatter (218)	Lever Bros. Swan Bob Hope
9:15	"	"	Mutual Newsreel S	"
9:30	Chr. Sc. Monitor Views the News R	Life With Luigi S	Lone Wolf S	Johnson Wax Fibber McGee & Molly (169)
9:45	Detroit Symphony S	"	"	"
10:00	"	DeSoto Plym'th Hit the Jackpot (186)	Univ. Car. & Dist. American Forum	Lever Bros. Big Town
10:15	"	"	"	"
10:30	Lol Freedom Ring (NAM)	TBA	Orchestra S	Brown & W'mson PeopleAreFunny (169)
10:45	Serenade for Strings AF of L	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00AM	Concert Hall S	World News	Tone Tapestries S	World News W. W. Chaplin Co-op
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	"	Ballard & Bal. Renfro Valley (30)	Mutual Chamber Music Ensemble S	Bach Aria Group S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (265)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (265)	Western Auto Circle Arrow (57)
10:45	"	Church of Air S	"	Voices Down the Wind 10:30-11:00 S
11:00	Fine Arts Quartet S	Bill Costello S*	Christian Ref. Ch., Back To God (248)	Faultless Starch Starch Time (42)
11:15	"	Newsmakers S	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	George Carson Putnam	Invitation to Learning S	Alan Lomax Ballad Man	Who Said That? S
12:15PM	U. N. Reporter	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (335)	Eternal Light S
12:45	"	"	"	"
1:00	Almanac S	Joseph C. Harsch S	Piedmont Shirt Wm. L. Shirer (328)	America United S
1:15	Editor At Home S	Elmo Roper S	TBA	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00AM	Gen'l Mills, Inc. Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	"	Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)	"	Bob Poole Show	"
10:00	Libby, McNeill My True Story (196) R	Music For You S	Co-op Cecil Brown (40)	Fred Waring Show (182) "
10:15	"	"	Faith Our Time S	"
10:30	Gen. Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (166)	Say With Music Willard's Orch. S	P & G Read of Life (153)
10:45	Eleanor & Anna " S	Natl. Biscuit Arthur Godfrey (166) R	"	P & G The Brighter Day (153)
11:00	Second Honeymoon S	Liggett & Myers Arthur Godfrey (165)	Co-op Passing Parade Nesbitt (80)	Toni Co. This Is N. Drake (157)
11:15	"	"	Serutan Victor Lindlahr (99)	Manhattan Soap We Love and Learn (150)
11:30	West. Elec. Corp. Ted Malone (209)	Contin'al Baking Grand Slam (43)	Co-op Hostter's Mailbag	Prudential Ins. Jack Berch (136)
11:45	Pillsbury Mills Galen Drake	P & G Rosemary (82)	Lanny Ross	B. T. Babbitt Lora Lawton (97)
12:00 N	P & G Welcome Trav. (123)	General Foods Wendy Warren (145)	Kate Smith Speaks, Co-op (190)	"
12:15PM	"	Lever Bros. Aunt Jenny (85)	Philip Morris Kate Smith Sings (223)	T B A
12:30	Out Of Service	Whitehall Helen Trent (84)	Co-op Luncheon at Sardi's	Words & Music S
12:45	"	Whitehall Our Gal Sunday (84)	"	"
1:00	Co-op Bankhage (92)	P & G Big Sister (97)	Co-op Cedric Foster (126)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (81)	Co-op Happy Gang	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	News	Coffee in Washington S
9:45	"	Garden Gate S	"	
10:00	American Jazz S	Red Barber S	Ozark Valley Folks	Pet Milk Mary Lee Taylor (147)
10:15	"	"	"	"
10:30	This Is For You S	Romance S	News	Archie Andrews
10:45	Saturday Strings	"	Miscellaneous	"
11:00	Abbott - Costello Kid Show S	Cream of Wheat Let's Pretend (154) "	Hormel Girl's Corp	Swift Meet the Meeks (161)
11:15	"	"	"	"
11:30	News	Lever Bros. Junior Miss (167)	Magic Rhythm	Brown Shoe Smilin' Ed McConnell (136)
11:45	Roundup Rhythm S	"	"	"
12:00 N	Junior Junction S	Armstrong Cork Theatre of T'day (165)	Smoky Mt. Hayride	Barrisdll Wash. News S
12:15PM	"	"	"	Public Affairs S
12:30	American Farmer (88) S	Pillsbury Mills Grand Con. Sta. (129)	"	F. Morriwell S
12:45	"	"	"	"
1:00	Luncheon with Maggie & Herb S	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Nat. Farm & H. Hour (163)
1:15	"	"	"	"

	ABC
1:30	National Vesper S
1:45	"
2:00	Around the World (18) S
2:15	"
2:30	Co-op Mr. President
2:45	"
3:00	Fruehauf Trailer Harrison Wm (75)
3:15	News S
3:30	Dance Band
3:45	"
4:00	Ted Malone
4:15	Johnny Thompson
4:30	Farnsworth Met Opera Audition of Air (148)
4:45	"
5:00	TBA
5:15	"
5:30	Quiet Please
5:45	"

EVENING

WEDNESDAY

MBS	NBC
Repeat of Kid Stries	News S Bob Warren
"	Clem McCarthy 6:15-6:29 S
"	Sketches in Melody S 6:29-6:45
"	Sun Oil Co. 3-Star Extra (32)
Fulton Lewis, Jr. (291)	Liggett & Myers Supper Club (161) R
Orchestra S	Miles Labs. News of World (143)
News S	Adrian Rollini Trio
Bayuk Cigars Inside Sports (108)	Pure Oil Co. Kaltenborn (34)
Can You Top This S	C-P-P Co. Blondie (151)
"	"
High Adventure	Kraft Foods Co. Gt. Gildersleeve (148)
" "	"
R. H. Semler Gabriel Heatter (330)	Bristol Myers Duffy's Tavern (159)
Mutual Newsreel S	"
Family Theater S	Bristol Myers Dist. Attorney (140)
" "	"
Manhattan Playhouse S	Am. Cig. & Cig. The Big Story (162)
"	"
Dance Orch.	Mars Candy Curtain Time (138)
"	"

THURSDAY

ABC	CBS	MBS	NBC
Not in Service)	Metro. Life Ins. Eric Sevareid (32)	Repeat of Kid Stries	News S Lionel Risau
"	You And — S	"	Clem McCarthy 6:15-6:29 S
"		"	Sketches in Melody S 6:29-6:45
"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (32)
Co-op Headline Edition (53)	P & G Beulah (79)	Fulton Lewis, Jr.	Liggett & Myers Supper Club (162) R
Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Orchestra S	Miles Labs. News of World (132)
TBA	Campbell Soup Club 15 (154)	News S	Art Van Damme Quintet
"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (109)	Pure Oil Co. R. Harkness (27)
Co-op Abbott & Costello (29)	P & G FBI In Peace & War (149) R	Name of That Song?	G. F. Jello Aldrich Family (141)
"	"	"	"
TBA	Whitehall Mr. Keen (149) R	Hollywood Story	GF - Maxwell Burns & Allen (145) R
"	"	"	"
Personal Autograph S	Auto-Lite Suspense (184)	Serutan Co. Gabriel Heatter (219)	Kraft Foods Co. Music Hall (144)
"	"	Mutual Newsreel S	"
Rovaro Camera Co Stafford Show (48)	Toni Co. Crime Photog. (183)	Mysterious Traveler S	Sealtest Variety Theatre (93)
"	"	"	" * Falstaff
Child's World S	Hall Bros. Hallmark Playhouse (157)	Kaiser-Frazer Thin Man	Reynolds Screen Guild Theatre (161)
"	"	"	"
We Care S	Campana Sales First Nighter (62)	Dance Orchestra S	General Electric Fred Waring (160)
Harrison Wood	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (32)	Repeat of Kid Stries	News S Lionel Risau
"	You And — S	"	Clem McCarthy 6:15-6:29 S
"		"	Sketches in Melody S 6:29-6:45
"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53)	P & G Beulah (79)	Fulton Lewis, Jr. (291)	Liggett & Myers Supper Club (162) R
Co-op (46) Elmer Davis	P & G Jack Smith (82) R	Orchestra	Miles Labs. News of World (143)
General Mills Lone Ranger (176)	Campbell Soup Club 15 (154)	News	Music For Tonight
"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (108)	Pure Oil Co. Kaltenborn (33)
Norwich Phar. Fat Man (136) R	GF-Sanka Jack Carson (151) R	Nat'l Council of Protestant Epis. Churches	Cities Service Bands of Ameri. (82)
"	"	Great Scenes from Great Plays	"
Equitable Life This Your FBI (221) R	G-F Jello My Favorite Husband (151) R	Leave It to the Girls S	R. J. Reynolds Jimmy Durante Show (163)
"	"	"	"
Bristol-Myers Break the Bank (183) R	Ford Motor Co. Ford Theatre (170)	R. H. Semler Gabriel Heatter (181)	Pabst Sales Co. Eddie Cantor (149)
"	"	Mutual Newsreel S	"
Pat. C. Berax The Sheriff (191)	"	Conti Products Yours for a Song (17)	P & G - Tide Red Skelton (143)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette Safety Razor Co.	Philip Morris Playhouse (149)	Co-op Meet the Pres. (48)	P & G Life of Riley (139)
Cavalcade of Sports (254)	"	"	"
"	Coca-Cola Pause Refreshes (197)	Dance Orch.	Colg.-Palm.-Post Sports Newsreel (78)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC	
Speaking of Songs S	News S Buscraft	Sports Parade	Bob Warren News Summary S	6:00 PM
"	Mama From UN	"	Religion in News S	6:15
Harry Wismer	Saturday Sports Review S	Bands For Bonds	NBC Symphony S	6:30
Communism & One World S	News S Larry Lesueur	"	"	6:45
Treasury Band	Morey Amsterdam Show S	Hawaii Calls S	"	7:00
"	"	"	"	7:15
The Hawthorne Thing	R. J. Reynolds Vaughn Monroe (161) R	News	Pet Milk Saturday Night Serenade (143)	7:30
"	"	TBA	"	7:45
Starring Kay Starr	Wrigley Gene Autry (161)	Ronson Metal 20 Questions (475)	Anacin Hollywood Star Theatre (137)	8:00
"	"	"	"	8:15
Famous Jury Trials S	TBA	Life Begins at 80	P & G Truth or Consequences (141)	8:30
"	"	"	"	8:45
Chesebrough Mfgr., Little Herman (141)	General Foods Gang Busters (75) R	TBA	Am. Tobacco Co. Your Hit Parade (188)	9:00
"	"	"	"	9:15
Amazing Mr. Malone	Liggett & Myers Tales of Fatima (28)	Kaiser-Frazer Meet the Boss	Col.-Palm.-Post Judy Canova (143)	9:30
"	"	"	"	9:45
Musical Elchners	Sing It Again S	Chicago Theatre of the Air S	Colgate-Palmolive-Post Dennis Day (143)	10:00
"	"	"	"	10:15
Hayloft Hoedown (187) S	"	"	R. J. Reynolds Grand Ole Opry (158)	10:30
"	"	"	"	10:45

AFTERNOON

SUNDAY

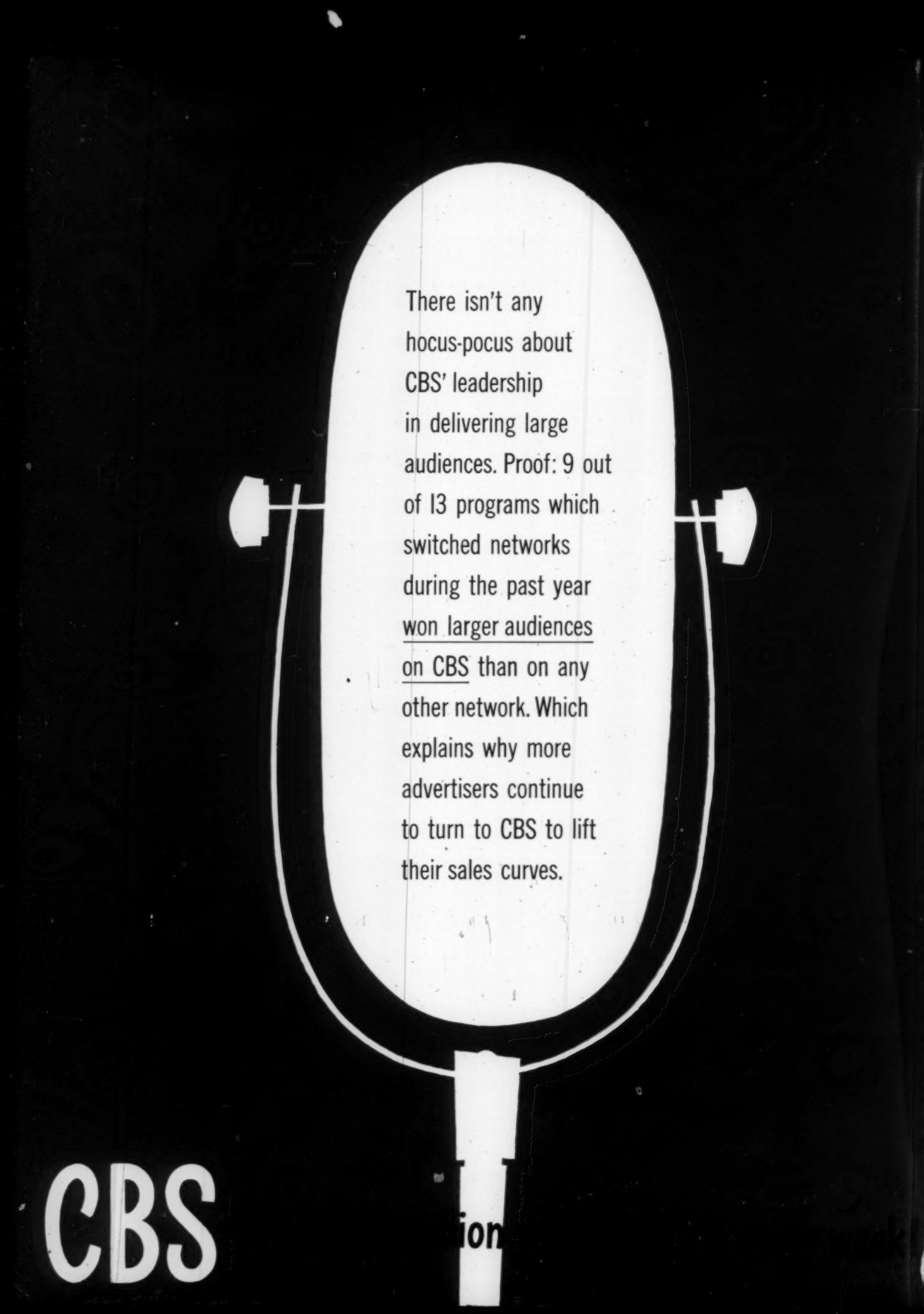
ABC	CBS	MBS	NBC
National Vespers S	Tell It Again S	American Bird Products Radio Warblers	University of Chicago, Round Table S
"	"	Mutual Music Box S	"
Around the World (118) S	Ingines-Witmer, Festival of Music (107)	Air Force Show S	First Piano Quartet
"	"	"	"
Co-op Mr. President	We Are There S	Co-op Bill Cunningham (210)	NBC University Theatre
"	"	Veteran Wants to Know S	"
Quahaug Trail Harrison Wm (75)	Standard Oil (N. J.) Philharmonic (134)	H. C. Cole Milling, Ernie Lee Show (105)	"
News S	"	"	"
Dance Band	"	General Foods Juvenile Jury (145)	Standard Brands One Man's Fam. (150)
"	"	"	"
Tod Maine	"	General Foods House Mystery (475)	Miles Labs. Quiz Kids (148)
Johnny Thompson	"	"	"
Farnsworth Met Opera Conditions of Air (148)	Skyway to Stars S	Williams. Candy True Detective (488)	Pillsbury Mills Bob Trout (82)
"	"	"	Living--1948 S
TBA	Ingines-Witmer, Festival of Song (107)	D L & W Coal The Shadow (37)	Jane Pickens Show S
"	"	"	"
Ballet Please	Ludes's Strike It Rich (186)	Helbros Watch Quick As A Flash (411)	RCA Victor Show (182)
"	"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (85)	Co-op Happy Gang	Rbt. McCormick Co-op S
Co-op Dorothy Dix on the Air	P & G Guiding Light (85)	Ralston Purina Chd. Jamboree (198)	Here's Jack Kilty
Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (86)	Ph. Morris (228) Miles Lab. (487) Int. Milling (134) Queen For Day	Campbell Soup Double or Nothing (131)
"	P & G Perry Mason (106)	"	
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (149)	Golden Hope Chest	General Mills Today's Child'n (140)
"	P & G What Makes You Tick (80)	"	General Mills Light of World (61)
Quaker Oats Ladies be Seated (205) R	Babbitt David Harum (55)	Red Bonson Movie Show	P & G Life-Beautiful (145)
Toni Co. Ladies be Seated (202) R	Miles Labs. Hilltop House (123)	"	P & G Ma Perkins (144)
General Electric House Party (272)	Amer. Tob. Co. Your Lucky Strike (151)	Ozark Va. Folks Dixie Barn Dance S	P & G Pepper Young (151)
"	"	"	P & G Right to Happiness (150)
Pillsbury Mills Kay Kayser (213)	Armour & Co. Hint Hunt (157) R	Miscellaneous Programs	Sterling Drug Backstage Wife (148)
"	"	Co-op Johnson Family Sutlhner (10)	Sterling Drug Stella Dallas (148)
Co-op Ethel & Albert (51)	Robt. Q. Lewis Show S	Misc. Programs S	Sterling Drug Lorenzo Jones (145)
Co-op Your Story For Today		Two-ton Baker S	Sterling Drug Y. Widder Brown (148)
Quaker Oats Co. Challenge of the Yukon (236)	Treasury Bandstands S	Adventure Parade S	General Foods When Girl Mar's (77)
"	"	Co-op Superman (12)	General Foods Portia Faces Life (89)
General Mills Jack Armstrong (192)	Chicagoans S	Wander Co. Capt. Midnight (182)	Whitehall Just Plain Bill (58)
Derby Food's Sky King * (192)	Miles Labs. Herb Shriner (128) R	Ralston-Purina Tom Mix (482)	Whitehall Front Page Far'l (57)

SATURDAY

ABC	CBS	MBS	NBC
Remember The Year S	Toni Co Give and Take (181)	Music	R.F.D. America
"	"	"	"
Texas Co. Opera (270)	Wm. Wise Most of Life (88)	Macalester College Choir	T B A
"	Wm. Wise Handy Man (80)	"	"
"	Columbia Country Journal S	Dance Orch.	"
"	"	"	"
"	Report From Overseas S	Poole's Paradise	Orchestras of the Nation
"	Adv. in Science S	"	"
"	Cross Section U. S. A. S	Sports Parade	"
"	"	"	"
"	TBA	Wings Over Jordon	T B A
"	"	"	"
Orchestra Following Opera	"	First Church Christ. Scientist (116)	"
"	"	U. S. Tobacco Take A Number (480)	
"	"	"	J. Merrell Lassie Show (183)
"	Make Way For Youth S	Shotwell Mfg. True or False (482)	Mars, Inc. Dr. I.Q. Jr. (41)
"	"	"	"


There isn't any hocus-pocus about CBS' leadership in delivering large audiences. Proof: 9 out of 13 programs which switched networks during the past year won larger audiences on CBS than on any other network. Which explains why more advertisers continue to turn to CBS to lift their sales curves.
CBS

New Business

PACKARD BELL Co., Los Angeles (manufacturer of radios and television sets), Jan. 2 started weekly quarter-hour sponsorship of Chet Huntley newscasts on 17 CBS western stations Sundays (5:30-5:45 p.m. PST). ntract is for 52 weeks. Agency: Abbott Kimball Inc. of California, in Los geles.

UTHGATE FOODS, Norfolk, Va. (Red Mill peanut butter), Jan. 11 starts -operative sponsorship of *Breakfast in Hollywood* on eight North Carolina and rginia ABC stations, Tuesdays and Thursdays (1-1:30 p.m.). Contract is for weeks. Agency: W. Wallace Orr Inc., Philadelphia.

HILCO CORP., Philadelphia, was to sponsor special New Year's Eve telecast om Times Square, New York, on ABC's eastern television network featuring reet celebrations and the unveiling of a new spectacular electric sign. The ogram, booked through Hutchins Adv., Philadelphia, was to be emceed by alter Kiernan from 11:45 p.m. Dec. 31, 1948 to 12:15 a.m. Jan. 1, 1949.

OGERS STERLING DIVISION of International Silver Co., New York, ap- ints Fuller & Smith & Ross, New York, to handle advertising. Local radio mpaign may be used.

ENEFICIAL SAVING Fund of Philadelphia, through Richard A. Foley Agency, me city, signs a year's contract for 10:15 Sunday evening period on WCAU- Philadelphia.

EXON Inc., New York, distributor of Swiss-made Thorens pocket and table hters, and manufacturer of Spin-a-way ash trays, appoints Peck Adv., New rk, to handle its advertising. Radio and television will be used.

ICKELBERRY FOOD PRODUCTS Co., Chicago (Old Farm Sausage prod- ts), appoint Schwimmer & Scott, same city, to handle advertising, effective n. 1. Radio will be used.

HE WILLIAMS POTATO CHIP Co., San Francisco, appointed Hoefer, Diete- ch & Brown, same city, to handle advertising. Radio will be used.

HE HIGHWAY 50 Assn. appoints James S. Nutter & Assoc., San Francisco, handle advertising. Radio will be used.

Network Accounts • • •

HESEBROUGH Mfg. Co., New York (Vaseline products), Jan. 1 started half- ur weekly dramatic-mystery show *Little Herman* on approximately 250 ABC ations, Saturdays (9-9:30 p.m. EST). Contract is for 52 weeks. Agency: cCann-Erickson, New York.

OLGATE-PALMOLIVE-PEET Co., Jersey City, N. J., increases number of ations carrying its sports newsreel with Bill Stern on NBC Fridays, 10:30- :45 p.m., from 72 to 137 effective Jan. 7. Agency: Sherman & Marquette, ew York.

ADIO BIBLE Class Organization, Los Angeles, Dec. 26 renewed *Radio Bible lass* on 32 Don Lee stations, Sundays, 8:00-8:30 a.m. Contract for 52 weeks. gency: Stanley G. Boynton, Los Angeles.

NDREW JERGENS Co., Cincinnati, Jan. 2 started transcribed repeat of ABC *uella Parsons Show* on full Don Lee network Sundays (8:45-9:00 p.m. PST). ontract is for 52 weeks. Agency: Robert W. Orr & Assoc., New York.

EVER BROS., Toronto, renews *Laura Limited* (Lux Flakes) Jan. 3, 1949 for weeks on 26 Trans-Canada Network stations, Mon.-Fri., 11:45 a.m. to 12 oon; renews *Bob Hope* (Rayve) Jan. 4, Tues. 9-9:30 p.m., for same time and ations. Agency for both accounts, Young & Rubicam, Toronto. Company also enewed *Big Town* (Lifebuoy) Dec. 28, for 52 weeks on 32 Dominion Network ations, Tues., 10-10:30 p.m. Agency: Ruthrauff & Ryan, New York.

Adpeople • • •

. C. BERRY, former assistant advertising manager of McKesson & Robbins, ew York, appointed advertising manager of firm. Mr. Berry succeeds the late M. VAN RIPER, who died last month.

ARY E. KIRSCH, formerly in art department of Bass-Luckoff of Hollywood, oins Robbin Products, Los Angeles sales promotion firm.

Happy New Year

to KLEE-TV

When KLEE-TV in Houston, Texas opened two days ago, it was *the first station in the history of television to begin operations in the black!* Our New Year's resolution, as station representatives, is to help this proud new station *stay* in the black—in 1949 and all the years that follow!

Adam J. Young Jr.

22 EAST 40th STREET • NEW YORK, N. Y.

RADIO & TELEVISION REPRESENTATIVES

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Telestatus

Station Aid to Representatives

(Report 40)

By EUGENE KATZ
The Katz Agency, New York

JUST a few weeks ago I was asked by a veteran television man, Bill Eddy, if station representatives were doing anything positive about selling television, or were they just signing up stations and raking in commissions on business that came in.

Unfortunately, to earn any commissions in television the national representative has to work for them. He has to work harder in television than in AM, and his job is a more difficult and complicated one. Despite the great strides which television engineering has recently made, it has not yet produced a foolproof gravy train.

Difference in Selling

The national representative organizations which have taken television seriously—and several have—have not only added men to their sales staffs as television specialists and trained their AM salesmen in television know-how, but they have learned that television selling is very different from selling radio.

EUGENE KATZ of The Katz Agency, New York, was a pioneer among station representative organizations in the setting up of a separate and complete television department. Accordingly, he is very much aware of what data the station should offer its representatives to effect a better selling job. He was given a chance last month in New York at the TBA Clinic to offer "brass tack" suggestions which are summarized here.

At least nine national representative firms are now actively engaged in selling television time and programs.

How can television station managers help them to do their job? Power, wave length and network affiliation have been important elements in the sale of AM time. Neither power nor channel assignment is an important variable in television selling today.

Network affiliations are, and will continue for some time to be, so scrambled that the mere fact of affiliation with any network does not, of itself, prove much about the size of a station's audience.

With power and frequency subordinated, what are the things that count in selling television to national advertisers?

First, of course, is the market and the number of receiving sets. It will be a long time before television markets arrange themselves in a rank order of importance paralleling either population or retail market.

Philadelphia, for example, is twice as important a television market as Chicago for the present because it has twice as many receiving sets. Washington is more important for the moment than Detroit or Cleveland.

Since set ownership is a primary consideration in estimating the importance of a television market, stations must provide frequent reliable counts of the constantly increasing set distribution.

Television will not be helped either by gross exaggeration of set ownership nor by evasion of this critical statistic.

Programs and Facilities

Next in point of importance to the advertiser are the programs and facilities of the station. In television these loom much larger than in AM because they determine what an advertiser can do to sell his product with a given appropriation.

Because so few national accounts have already prepared television programs or commercials, the availability of suitable local programs or program building facilities may determine whether an advertiser buys television in a given market or passes it up entirely.

To do a proper job of bringing new accounts to television, and this is the most important kind of television selling, the national representative ought to have:

1. A summary description of the entire program schedule which tells briefly what the programs are, how they work, who sponsors them.
2. An exact operating schedule, as exact, that is, as it is possible to provide.
3. Detailed description of studios and studio equipment and as much information as possible regarding the flexibility of this equipment.

Network Tie-in

4. Information about the station's tie-in with the network or networks with which it is affiliated, the number of programs per week fed by coax, microwave or Teletranscription.
5. Detailed description of remote facilities and charges for their use.
6. Rate cards standardized to avoid confusion in the mind of the timebuyer or sponsor about what he is buying. In case anybody wants a copy of the rate card recommendations we make to our stations, I have a supply here for those who want them.
7. Detailed description of camera equipment, both studio and mobile.
8. Description of film projection equipment by make and size.
9. Information about the station's slide equipment and the station's ability to produce slides for sponsors.
10. Description of the film production facilities of the station and the cost for their use for various types of program production.
11. Finally, the national salesman ought to have an inclusive description, and that means inclusive of mechanical details, program format and cost, for each locally originated program which is offered to the national advertiser for sponsorship. This is in addition to the overall program description which was mentioned before.

Mr. KATZ

With this information, with a knowledge of the station's operation gained from on-the-scene visits, and by keeping closely in touch with its changing pattern of operation, the national salesman is reasonably well equipped to go out and create new television advertisers.

Where should he go to find these new buyers? Obviously, he shouldn't neglect the big, established national advertisers, those who are using television in other cities; nor should he neglect the accounts which are using radio—either national spot or network.

But the most important selling a representative can do is to employ television's four dimensional effectiveness of sight, sound, motion and immediacy to put non-radio advertisers on the air, to create new television accounts from magazine and newspaper advertisers and from companies which have not used any national advertising medium.

CUSTOM-BUILT TV mobile unit is received by WKY-TV Oklahoma City, *Oklahoma Times* station, which begins telecasts next spring. Measuring 32 feet long by 10 feet wide, unit includes a 16-inch TV tube, extension deck, complete radiophone installation for communication with studio and an inside stairway. Viewing screen built into side enables people at scene of telecast to watch program on receiver. After equipment is installed and checked, unit will be used for training WKY-TV personnel. Shown atop vehicle are Aaron Britton, engineer, and Bob Hayward, television studio supervisor, at the camera.

KTLA TV Service

CARL D. MAURER, supervisor of development engineering for Paramount Pictures television division, is installing a video transcription system in KTLA, Paramount-TV station in Los Angeles. A duplicate of the equipment used at the New York Paramount Theatre, the set-up will enable KTLA to supply its advertisers with 16mm or 35mm sight-and-sound recordings of their programs for use on other stations or to provide film reports of televised special events to theatres for large-screen reproduction. New service is expected to be ready for use about Jan. 15.

Test Pattern-WHIO-TV

A SIGN TO YOUR DAYTON, O., AND MIAMI VALLEY CUSTOMERS AND PROSPECTS OF FINE TELEVISION ENTERTAINMENT THAT'S COMING SOON!

Residents of Dayton, Ohio and the Miami Valley will soon be adjusting their television sets to this WHIO-TV test pattern. Final equipment tests and program demonstrations are scheduled for February.

WATCH FOR OUR OPENING ANNOUNCEMENT!

WHIO TV

DAYTON, OHIO

A M • F M • T V

Represented Nationally by The Katz Agency, Inc.

DETROIT PUBLIC LIBRARY

Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Boston-Springfield	WBZ-WBZA	NBC
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Wayne	WOWO	ABC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Philadelphia	KYW	NBC
Pittsburgh	KDKA	NBC
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KCBQ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Baltimore	WAAM
Fort Worth-Dallas	WBAP-TV
Louisville	WAVE-TV
Minneapolis-St. Paul	WTCN-TV
New York	WPIX
St. Louis	KSD-TV

...s-Eye Radio"

LOGICAL RADIO

ANALYZE your sales volume or your sales potential, county by county for any reasonably large part of the U. S., and you'll immediately see why "national spot" radio is *logical* radio.

And that's the kind of radio you want for the intensely competitive selling situation that's now upon us. For national spot is the kind of radio that goes *only* where you have the distribution, the price equality or advantage, the dealer-cooperation, etc., etc. that are required to make any advertising expenditure *profitable.*

If you or your agency will give us a few necessary facts and figures, we'd be happy to show you exactly why spot radio is logical *for you.* How about it? There is no obligation, of course.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

Helpful in Radio Use

EDITOR, BROADCASTING:

I have found BROADCASTING *very* helpful in our spot and program radio advertising.

James R. L. Fitzgerald
Business Manager
Diamond T Truck Sales & Service
Richmond, Va.

* * *

Likes 'Marketbook'

EDITOR, BROADCASTING:

Let me once again express our appreciation for your fine work, the 1948 MARKETBOOK; we hope that we may look forward to receiving a similar reference volume in 1949. It's a *real* service to the industry.

Dean Schaefer
Unusual Features Syndicate
Chicago

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Shot in the Arm'

EDITOR, BROADCASTING:

Muchas gracias for the nice editorial [Sterling (Mex.)] which appeared in the Dec. 13 issue of BROADCASTING. It certainly makes a chap feel happy to know that his as well as his Delegation's service is so much appreciated. Your editorial was a shot in the arm to all of us.

Geo. Sterling, Alt. Chairman
U. S. Delegation
High Frequency Broadcasting Conference (ITU)
Mexico

Non-Commie Affidavits

EDITOR, BROADCASTING:

Enjoyed the editorial in your issue of Dec. 20 [Red Riding Hoax]. Am sending for the non-commie affidavits used by NLRB which I understand are such that no American citizen should refuse to sign or be reluctant to so do. I am contemplating putting them into effect here for all new employes and our present ones and thereby do our bit at screening our personnel.

I certainly agree with you that it is radio's responsibility, and by radio I mean the networks and the stations. I can't see why the networks shouldn't require all performers and anyone connected with network shows to sign non-commie affidavits, and I can't see what would be wrong with all radio stations doing likewise.

Radio is so potent a force and so vital to our national security that we cannot afford infiltration by those who seek to destroy our government or its form. I know you agree, and your magazine can be a powerful force in keeping radio clean.

Leslie C. Johnson
General Manager
WHBF Rock Island, Ill.

* * *

Blue Over Gray

EDITOR, BROADCASTING:

Seems you caught an editorial finger in a file door and "mauled" one of the thumbnail sketches in the "Station Outlook" story in the last issue of BROADCASTING.

The gentleman you pictured as speaking for WIP Philadelphia is I am sure, rather busily occupied with some other large scale operation in his capacity as Assistant Secretary of the Army.

I must admit, however, that the man you quote, who is vice-president of WIP, and also chairman of the NAB All Radio Presentation committee, has been pictorially confused in the same manner, both by other publications . . . and in personal life.

But these Gordons are not alike in the Gray.

Sam Elber
Press Department
WIP Philadelphia

Editor's note: Below are the two Gordon Gray's. The one at the right is vice president of WIP. The one at the left is Assistant Secretary of the Army, owner of WSJS Winston-Salem, and other radio interests.

Mr. Gray
WSJS

Mr. Gray
WIP

* * *

Broadcasting Covers

EDITOR, BROADCASTING:

Sending the enclosed photo to you for a very special reason. Guess you can call it a kinda novel Christmas gift; and too it proves I read BROADCASTING as well as brag about it.

There's a humorous angle to the photo that doesn't show. . . .

When I arrived at the Los Angeles airport I heard the airlines paging me. The captain of the ship came over and informed me

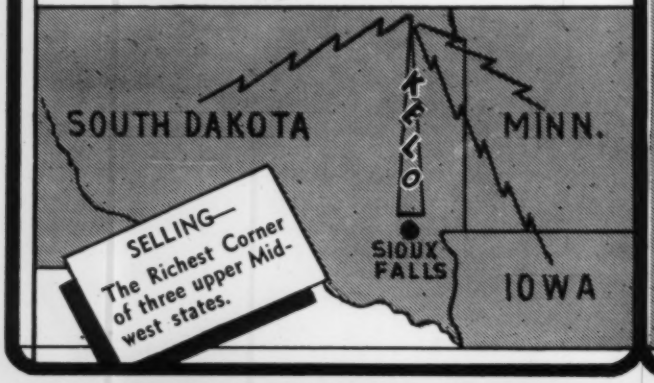
KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

I got a Million of 'em

So have we, Jimmy—

KELO leads the field in national selective and local acceptance because KELO is the best salesman in this rich market.



233 MILLION

Folks in KELOLAND have in excess of $233 million in ready cash which they will spend on the staples and luxuries they want to buy.

This has been a bumper year in KELOLAND — meaning bonus sales for the wise advertiser who SELLS his products via KELO.

"NBC for SOUTH DAKOTA"

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

Magazine and friends.

that photographers were waiting to take my picture! I told him he must be mistaken. "No," was the reply, "Aren't you a celebrity—think the man said you were a famous television expert!"

All this sounded much like a first class practical joke and I thought I'd play along by pretending I was a celeb. So I stepped out of the plane onto the stairway as tho ready to take a bow before my admiring audience. I almost went rolling down the stairs on my face when I saw that photographers were *really* standing by to take my picture.

They posed me with Mr. Stephen Bosustow, president of United Productions of America (the film company I had engaged for the production of my commercials). Because of being posed with the Prezz, I assumed the pictures were his idea and were to be used to promote the film company. But were the photogs his?? You don't have to tune in next week—I'll tell you now —NO! They were sent by a couple of Hollywood TV publications and it wasn't until after the photos were developed that they discovered that I was holding two issues of BROADCASTING and one issue of another rival publication!

Fran Harris
Ruthrauff & Ryan
Chicago

* * *

Polls and Surveys

EDITOR, BROADCASTING:

Much has been made of the distinction between political polls which predict the future and audience surveys which measure the present. I can't see the difference. Someone must predict the future from the audience survey before it becomes a useful tool. If the pollster doesn't consider that his job, he has merely reduced his professional position, and has increased the burden on the executive who buys his service.

Mistakes have been made in surveys, but what profession doesn't make mistakes? The need isn't for abolishing this profession which attempts to find evidence instead of hunch as a basis for prediction. The need is to improve the procuring and using of evidence.

Perhaps the biggest mistake was failure to realize the inherent limitation in any form of prediction.

Dr. Victor J. Andrew
Andrew Corp.
Chicago

Junior Joske Plan

EDITOR, BROADCASTING:

In [Dec. 20] issue of BROADCASTING on page 24 you have quite an interesting article entitled "Junior Joske Plan" . . . [which] really proves that the Joske Plan will work, in practice as well as theory. . . . Keep up the good work. You've really got a good magazine.

A. C. Newburgh
Commercial Dept.
KDTH KDTH-FM Dubuque

They Say . . .

"SOME of the top-salaried radio stars have found a loophole in the federal income tax laws that is calculated to save them large sums of money . . . The loophole enables [them] . . . to sell their services as a business and thus pay a capital gains tax of only 25% on their income. Otherwise their tax on the same amount of personal income would be 77% . . . Stars who already have used the loophole, and others who may be contemplating a similar step, should realize they are courting disaster . . . Public favor is not a constant thing. It is fickle . . . If and when the public wakes up to the fact it is being made a sucker in the deal, the popularity of the tax-saving stars is apt to start declining."

From an editorial in
Fort Worth Star-Telegram
[Editor's Note: The "Star-Telegram" owns WBAP Forth Worth.]

"A YEAR ago Mr. Petrillo announced that recorded music would be banned forever. . . . But . . . he celebrated the lifting of that ban by directing a recorded rendition of "I'm Just Wild About Harry" for presentation to President Truman. . . . He hasn't bothered to deny charges of inconsistency, contenting himself with the modest observation that 'All great Americans (and he mentioned President Lincoln as an example) change their minds.'

". . . Mr. Petrillo's actions indicate that he has not changed his mind. . . . For the ban on recordings was obviously a tactical move designed to force restoration of the welfare fund. . . . Under the Taft-Hartley Act, payments of this kind . . . are illegal. Hence Mr. Petrillo probably resorted to the ban as a means of bringing pressure on Congress to revise the act or to induce the industry to get around it by some sort of compromise agreement acceptable to his union.

". . . Mr. Petrillo is doubtless fairly well satisfied with the outcome of his strategic campaign. . . . However, for members of the musicians' union . . . as well as manufacturers and distributors of records . . . the Petrillo ban has been a costly method of arriving at the present compromise settlement."

From an editorial in
The Washington Post

BMI *Pin-up Sheet*

HIT TUNES for JANUARY

AM I ALL OF YOUR FUTURE (Or Part of Your Past) (Fremart)
Ted Martin—LeDuxe 1182 · The Caboosers—Astor 503
Alan Foster—Regent 138 · Harmonica Gentleman—Castle 1455

BEHAVIN' MYSELF FOR YOU (Beacon)
Maxine Sullivan—MGM 10343

BOUQUET OF ROSES (Hill & Range)
Eddy Arnold—Vic. 20-2806 · Rex Turner—Varsity 8001
Dick Haymes—Dec. 24506 · Jackie Brown Quartet—MGM 10336

CORNBELT SYMPHONY (Mellin)
Jack Smith—Cap. 15280 · Fred Grap—Apollo 1132
Jack Lathrop—Vic. 20-3119 · Cyril Stapleton—Lon. 282
Bob Stewart—Mere 7469 · Nev. Simons—MGM 10257
Jack Emerson—Metrotone 3014

CUANTO LE GUSTA (Peer)
Andrews Sisters—Carmen Miranda—Dec. 24479
Xavier Cugat—Col. 38239 · Jack Smith—Cap. 15280
Eve Young—Vic. 20-3077 · Barbara Brown—Varsity 116

DAINTY BRENDA LEE (Lutz)
Eddy Howard—Mer. 5208 · Peter Lind Hayes—Dec. 24519
Jack Smith—Cap. 15328 · Eastman Trio—Trilon 188
Jack Lathrop—Vic. 20-3119 · Don Churchill—Trilon 206
Jerry Wayne—Col.*

I LOVE YOU SO MUCH IT HURTS (Melody Lane)
Reggie Goff—Lon. 312 · Floyd Tillman—Col. 20430
Frontiersmen—Vic. 20-3188 · Jimmy Wakely—Cap. 15243
Shorty Long—Dec. 46139 · Tommy Clayton—Varsity 8010
Mills Brothers—Dec.*

I WISH SOMEBODY CARED ENOUGH TO CRY (London)
Frank Gallagher—Dana 2033 · Eddy Howard—Mer.*
Ray Dorey—Gold Medal*

IN MY DREAMS (Wizell)
Vaughn Monroe—Vic. 20-3133 · Reggie Goff—Lon. 368
Ella Fitzgerald—Dec. 24529

IT'S A BIG WIDE WONDERFUL WORLD (BMI)
Buddy Clark—Col. 38370

LONESOME (Republic)
Sammy Kaye—Vic. 20-3025

ONE HAS MY NAME (Peer)
Bob Eberly—Dec. 24492 · Jimmy Wakely—Cap. 15162
Texas Jim Lewis—Excel. 45 · Eddie Dean—Crystal 132
Slim Duncan—Col. 20491 · Tommy Clayton—Varsity 8009
Red Perkins—DeLuxe 5047

RENDEZVOUS WITH A ROSE (Jay-Dee)
Buddy Clark—Col. 39314 · Bob Eberly—Dec. 24491
Pepper Nealy—Bullet 1056 · Dick Wong—D & D 45-1903
Pied Pipers—Cap. 15216 · Fred Gray—Apollo 1131
Don Rodney—MGM 10272 · Westonians—Sig. 1042
Bobby Worth—Castle 1258 · Snooky Lanson—Mer. 5188
Bob Stewart—Me-Ro 7469 · Walter Scheff—Spiro 3002

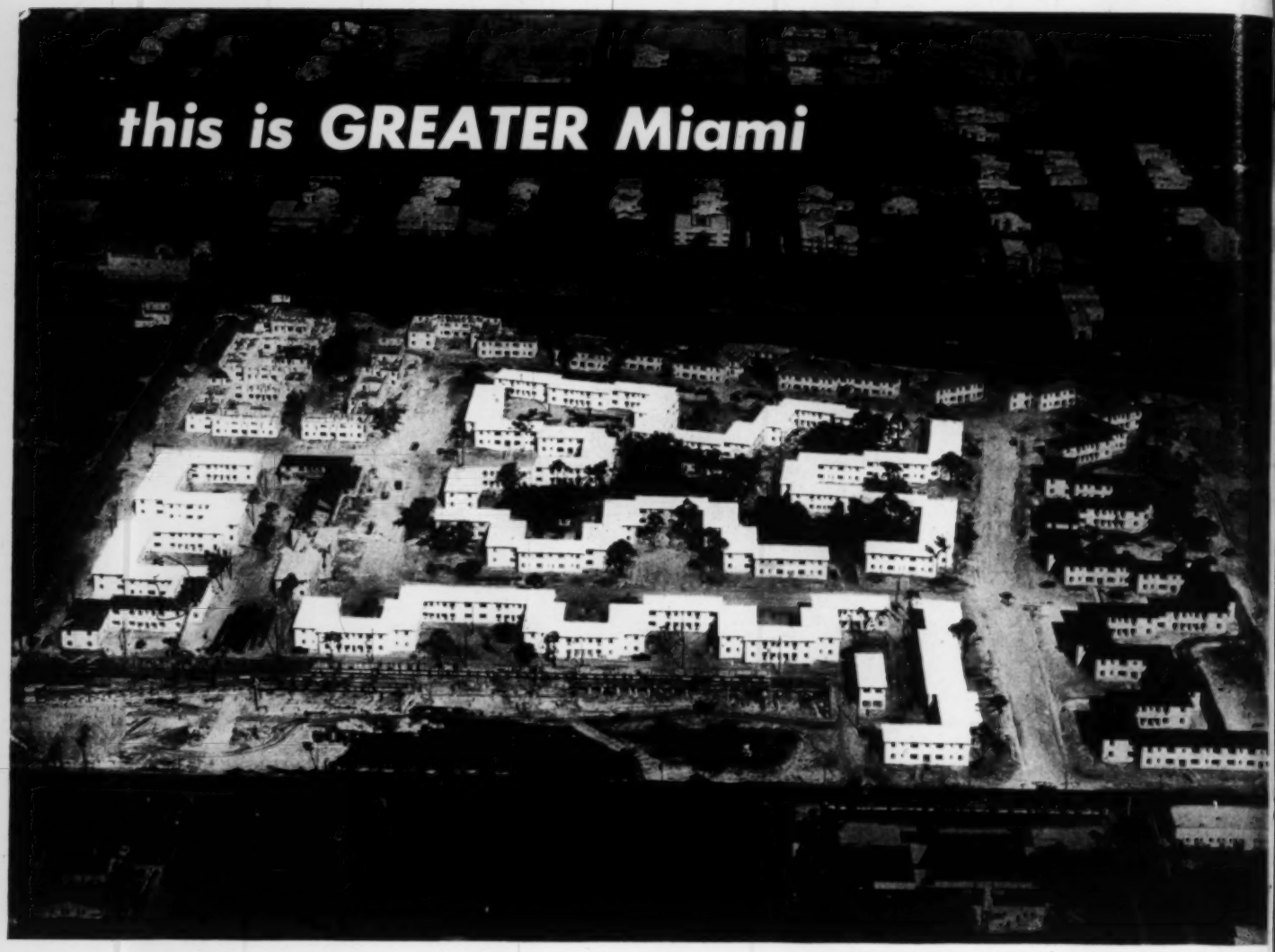
SUNDAY IN OLD SANTA FE (Pemora)
Jose Morand—Vic. 20-3101 · Andy Russell—Cap. 15158
Xavier Cugat—Col. 38327

YOU WERE ONLY FOOLIN' (Barron & Shapiro-Bernstein)
Blue Barron—MGM 10185 · Ink Spots—Dec. 24507
Kay Starr—Cap. 15276 · Eric Whitley—Col. 38323
Varsity Orchestra—Varsity 122

YOU, YOU, YOU ARE THE ONE (Campbell)
Johnny Eager—Grand 25010 · Ames Brothers—Coral 60015
Jackie Brown Quartet—MGM 10336 · Varsity Orchestra—Varsity 120

* Soon to be released.

BROADCAST MUSIC INC.
580 FIFTH AVENUE · NEW YORK 19, N. Y.
NEW YORK · CHICAGO · HOLLYWOOD



Pictured here, new homes for more than 500 new Miami families. This is one of the largest privately owned building developments in the South, and one of a number of such projects which have made Greater Miami first in the nation in new construction per capita. Current records indicate total construction valued at $150,000,000 in 1948.

WQAM, too, has acquired a brand new home -- has added modern new equipment and greater facilities to better serve Greater Miami's $500,000,000 year-round market. Now, more than ever before, the way to reach the most customers at the lowest cost in this growing market is WQAM, Miami's First Station, whose clear, strong signal blankets all Miami, and gives dependable coverage of the 15 additional counties in its trading area.

Miami's First Station

WQAM

WQAM · FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION

★ OWEN F. URIDGE, General Manager

★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol. 36, No. 1 WASHINGTON, D. C., JANUARY 3, 1949 $7.00 A YEAR—25c A COPY

BMB ON CARPET

Further Overhaul Demanded by Critics

By J. FRANK BEATTY

SECOND trouble-shooting of the whole BMB operation within little more than a month is scheduled Jan. 11 when the BMB Executive Committee meets in New York.

With the 1949 nationwide study under BMB auspices only two months away, demand has arisen in the industry for a quick overhauling of the broadcaster-financed coverage project.

The demand mounted to a peak last week just as BMB was announcing that it had signed a total of 802 subscribers, with 1,000 as a goal (see story page 24).

Unless the research bureau is revamped quickly it will face a financial crisis even before the vast study gets under way, in the view of a number of broadcasters who favor an industry-wide coverage service but feel the present BMB setup isn't the answer.

And unless the second project is good—much better than the first—BMB will fall apart, all broadcast advertising will get a black eye, and NAB's very life will be threatened, they fear.

A weak spot in BMB would be revealed if the bureau would open its books to show the list of paying subscribers, they contend, adding that pressures have been applied to encourage stations to join.

In any case, the Jan. 11 Executive Committee looms at this writing as a hair-letting-down session. NAB's representatives comprise only a third of the committee voting power, as is the case with the BMB board.

Discontent Grows

Dissatisfaction with BMB marked the mid-November NAB board meeting [BROADCASTING, Nov. 22]. At that time the board wrote a stiff denunciation of BMB, calling names, but relented at the last minute by substituting a velvet paddle.

This dissatisfaction was voiced by a substantial board majority. In the end, some wanted a fast showdown and others preferred to let two board members present the case orally to BMB's board. The latter prevailed, and two directors were assigned to attend BMB's board meeting the following week. They were Hugh B. Terry, KLZ Denver, also a BMB board member, and G. Richard Shafto, WIS Columbia, S. C., who was elected to the BMB board effective Jan. 1.

BMB's board heard the NAB complaints, realigning its upper executive bracket and instigating a number of changes in its plans for the second nationwide study getting under way in March [BROADCASTING, Nov. 29, Dec. 6].

But these steps have not satisfied some of those who criticize the measurement bureau. They want NAB's board to take more drastic action when it meets Feb. 14-15 in New Orleans. Unless that is done, the entire future of BMB and NAB are in danger, they say. In support they contend there have been a number of resignations in recent weeks of important stations. These are ascribed to NAB's handling of the BMB problem and BMB's selling and research techniques.

NAB's answer to the resignations is that many stations resign at year-end when they are reclassified for NAB dues purposes, but usually are back in the fold in a few weeks. NAB also contends that the acquisition of new members in recent weeks far outweighs the number of resignations.

Here are some of the questions BMB should answer, in the opinion of its critics:

- How much money has been received to date?
- What has been done with the money, including expense accounts, travel, entertainment, personnel salaries?
- What stations were paying members as of Dec. 31, 1948?
- What is the status of the

(Continued on page 24)

COAXIAL TIME

Networks Get East-West Allocations

By BRUCE ROBERTSON

NETWORK television, which has been reasonably well organized on an East Coast operation, was thrown into almost total confusion last Wednesday when AT&T notified the video networks of the allocations of time on the single coaxial cable connection which, starting on Jan. 11, will connect the eastern and the newer midwestern network facilities.

The announcement to the press was direct, discreet and lacking in details: "The Long Lines Department of AT&T announced today (Dec. 29) that after six weeks of joint sessions with the television network companies a distribution of available time on the single channel between New York and Chicago has been arrived at. The spokesman said while it is recognized that all the needs of broadcasters are not satisfactorily met, the conditions requiring temporary sharing will be materially improved when additional channels along the route are completed next June" [BROADCASTING, Dec. 20].

The statement did not mention the consistent refusal of any network to relinquish any sponsored or likely-to-be sponsored time to its rivals which in the end made it necessary for AT&T itself to parcel out the precious minutes of network time. Nor did it make public the allocations details, holding that this information properly belonged to its clients, who could release it is they saw fit. They did (see tables below).

Complete information on what programs and what sponsors would go into what periods after the east and midwestern networks are connected was lacking as the network salesmen hastily contacted their clients to see what could be worked out. What details were

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AT&T'S plan of New York-Chicago coaxial, divided into daytime, 10 a.m.-5 p.m.; 5-8 p.m. Monday through Saturday, 8-11 p.m. Monday through Saturday, and Sunday, is as follows:

10 a.m. to 5 p.m.

Time	Sunday	Mon-Fri	Sat
10-11 a.m.	Open	DuMont	Open
11-12	Open	DuMont	Open
12-1 p.m.	Open	DuMont	Open
1-1:30	Open	DuMont	Open
1:30-2	Open	CBS	Open
2-2:30	Open	CBS	Open
2:30-3	Open	DuMont	Open
3-3:30	NBC	DuMont	Open
3:30-4	NBC	NBC	Open
4-4:30	NBC	NBC	Open
4:30-5	NBC	ABC	Open

5 p.m. to 8 p.m.

Monday-Saturday

5-5:15	WPIX
5:15-5:30	WPIX
5:30-5:45	NBC
5:45-6	NBC
6-6:15	DuMont
6:15-6:30	DuMont
6:30-6:45	CBS
6:45-7	CBS
7-7:15	ABC
7:15-7:30	WPIX
7:30-7:45	CBS
7:45-8	NBC

8 p.m. to 11 p.m.

Time	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
8-8:30	WPIX	NBC	CBS	ABC	DuMont	CBS
8:30-9	WPIX	NBC	CBS	ABC	DuMont	DuMont
9-9:30	CBS	DuMont	NBC	DuMont	ABC	ABC
9:30-9:45	CBS	ABC	NBC	NBC	ABC	NBC
9:45-10	CBS	ABC	NBC	NBC	DuMont	NBC
10-10:30	DuMont	WPIX	CBS	ABC	NBC	WPIX
10:30-11	NBC	NBC	CBS	ABC	NBC	WPIX

Sunday

5-5:30 p.m.—WPIX; 5:30-6—NBC; 6-6:30—Open; 6:30-7—ABC.
7-7:30 p.m.—CBS
7:30-8 p.m.—alternately ABC and DuMont. DuMont starts Jan. 16.
8-9 p.m.—alternately ABC and DuMont. ABC starts Jan. 16.
9-10 p.m.—alternately CBS and NBC. CBS starts Jan. 16.
10-11 p.m.—Will be rotated in half-hour blocks to those networks which are off the cable between 8 and 10 p.m. If ABC has 8-9 and CBS 9-10 DuMont will take 10-10:30 and NBC 10:30-11. The next Sunday DuMont will have 8-9, NBC 9-10, ABC 10-10:30 and CBS 10:30-11. The following Sunday ABC will have 8-9, CBS 9-10, NBC 10-10:30 and DuMont 10:30-11. The fourth Sunday, DuMont will have 8-9, NBC 9-10, CBS 10-10:30 and ABC 10:30-11. Then it all starts over again.

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BMB on Carpet

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BMB tax case, in which non-profit classification is sought? What attorneys have been hired? How much have they been paid?

● Is BMB actually diverting millions of national advertising dollars to other media?

Unless these and other questions are answered the BMB lid will blow off at the NAB board meeting, according to letters and telegrams being exchanged among a number of NAB members.

Some Resent NAB's Views

The official NAB attitude on the whole subject is resented in some station quarters. The charge is made that over two-thirds of NAB member stations are not BMB members and that they resent the BMB board's implication that all association members should subscribe.

The original resolution adopted by the NAB board in November is understood to have cracked hard at the BMB top echelon, especially Hugh Feltis, president, and John Churchill, director of research. BMB responded with a revamping of its administrative lineup, giving Mr. Feltis general management, sales and policy powers and naming Cort Langley to the new post of assistant to the president in charge of operations.

Since that action the BMB matter has been out of the industry spotlight but the behind-scenes discussions have been getting more intense week by week.

Asks Corrections

NAB's board heard a November report of a special committee headed by Henry P. Johnston, WSGN Birmingham, which made a study of the BMB developments. This report touched off the board's debate, the discussion consuming about half of the three-day meeting.

As made public by BMB the NAB committee's report called for correction of errors in city radio families; asked review of method of showing night coverage; sought recognition of engineering data on service areas; asked unit measurement areas smaller than counties in special cases; urged a promotional campaign to bring 1,000 subscribing stations into the fold; opposed divulging of data on non-subscribing stations; sought use of BMB seal or insignia.

The feeling behind much of the criticism of BMB is based on the belief that the prospect is unhealthy and therefore should be overhauled before it is beyond salvation. The trouble is described as both personal and mechanical.

BMB is charged with persistent refusal to heed individual complaints by stations. One of the most publicized cases of this type has been called the "Birmingham brushoff." In this instance BMB for some time ignored complaints that its Birmingham station report

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BMB

Feltis Reviews '48, Tells '49 Plans

IN A YEAREND report to BMB board members, Hugh Feltis, president, called 1948 a year of preparation for the research organization's second nation-wide survey of station and network audiences to be conducted this March.

He said in March 600,000 ballots will be mailed—100,000 more than were used in Study No. 1—and followups will be sent as needed to obtain the minimum required response. Six weeks later tabulation of ballots will begin. By September, subscribers are to get their reports.

Looking ahead to 1949, he also posed a question to the board as to what should be the scope of BMB activities in the coming year. He reviewed the fact that last May BMB announced a 5% fee scale reduction, based on the assumption that in 1949 activities would encompass little besides Study No. 2 and by the expectancy of more subscribers.

"Both these assumptions have changed," said Mr. Feltis. "The rapid growth of radio and television have placed upon BMB demands for improvements and refinements in its measurement . . . All require money."

Other Projects

Among new projects urged on BMB, he said, have been the jobs of determining and keeping up to date figures on television families and on television viewing habits.

He said with the present list of subscribers, which reached 802 at year's end, an expanded and refined Study No. 2 can be conducted with caution and economy.

With 1,000 subscribers, however, he said, BMB could "service our subscribers as they should be serviced and perform the other research jobs which our fast-growing industry requires, while at the same time reducing the cost to each subscriber."

Seeks Support

He urged support for the campaign to enlist 1,000 subscribers to BMB.

Of the new subscribers, 28 signed in the past two weeks, according to BMB, and of the 802 stations, 648 are AM and 133 are FM. Thirteen TV stations, four nationwide networks and four regional networks comprise the balance.

Subscribers not previously announced are: KLRA Little Rock, Ark.; KOCS and KOCS-FM Ontario, Calif.; KVOE and KVOE-FM Santa Ana, Calif.; KLMR Lamar, Colo.; WAMS Wilmington, Del.; WCFM Washington, D. C.; WTAL and WTAL-FM Tallahassee, Fla.; WCON Atlanta; WVJS and WVJS-FM Owensboro, Ky.; WATZ Alpena, Mich.; WATT Cadillac, Mich.; WMBN Petoskey, Mich.; WHAK Rogers City, Mich.; WTCM Traverse City, Mich.; WREX Duluth, Minn.; WFEA Manchester, N. H.; WXKW and WRWR Albany, N. Y.; WKOP Binghamton, N. Y.; WRFD Worthington, Ohio; WRTA Altoona, Pa.; WHUM Reading, Pa.; WNOK Columbia, S. C. and WPLH Huntington, W. Va.

In reviewing the year, Mr. Feltis recalled that in May BMB won the annual advertising awards for its Study No. 1 which was cited as "a research project conspicuous in advancing the knowledge of advertising."

In March the interim study was conducted for 69 stations in 300 counties and cities. In May the fee scale was reduced 5%.

Later in the year, *Radio Families in U. S. A.—1948* was published, bringing the 1948 edition of the same work up to date. He conceded that issuance of estimates in that work occasioned complaints from some stations that BMB had underestimated the number of families in their markets. As the Census Bureau, from which information was drawn, began to correct some of its own data, and as BMB's own studies indicated inaccuracies, BMB decided it was necessary to revise its data and this is currently being done, Mr. Feltis reported.

Still later in the year, he recalled, *Who Own Radios?* was issued, providing data on multiple set families, portable set families and auto set families, as well as radio ownership by economic status and extent of listening.

During the year, BMB developed the method to be used in 1949 to measure and report station's average daily audiences, and additional feature in the 1949 survey. Average daily as well as total weekly audiences will be reported separately for daytime and nighttime in each county and measured city in which 10% or more of the radio families listen to the station at least once a week.

New Service

Among other activities, a subscriber service department was created in 1948; an engineering advisory committee was created to help sharpen measurement; a beginning was made in evaluation of all available research techniques, including electronic meters; a television committee was created; decision also was made to divulge the 1949 BMB audience figures of non-subscribers to subscribers for their restricted use; details were being worked out on a state quota plan whereby subscription fees will be reduced according to the percent of subscribers in a state.

Three new directors joined the board of BMB as of Jan. 1. They are G. Richard Shafto WIS Columbia, S. C., replacing Robert T. Mason WMRN Marion, Ohio, at the close of 1948; Herbert D. Bissell, general advertising manager of Electric Auto-Lite Co., Toledo, appointed along with Alden James, advertising director of P. Lorillard Co., New York, by the Assn. of National Advertisers to replace R. E. Davis, Goodyear Tire & Rubber Co., and Donovan Stetler, Standard Brands.

Drawn for BROADCASTING by Sid Hix

"Grandpa don't aim to miss any calls on them giveaway programs."

CAPITAL GAINS

Benny May Lose First Round

By RUFUS CRATER

THE BUREAU of Internal Revenue was reported late last week to be ready to rule that Jack Benny's $2.5 million "capital gains" sale of his show to CBS is a personal-income transaction, not capital gains.

The Bureau was understood to be preparing a policy statement outlining its views on such transactions, one of which—the *Amos 'n' Andy* sale to CBS for $2 million—it has already approved as a capital-gain deal and therefore subject to a lower tax rate. Whatever the policy statement holds, it presumably will not affect the Amos 'n' Andy approval. The Bureau, observers pointed out, does not issue retroactive rulings.

The policy statement will not discuss specific cases by name because such procedure would be unlawful. Pending its issuance, Bureau officials refused to discuss the probable nature of its contents. In most quarters it was felt the statement would not be revealed until Mr. Benny's attorneys have been apprised of the ruling in his case.

As a long-term capital gain, the performer's profit on such sales is subject to a maximum 25% tax. But if the transaction is held to involve the sale of personal services it is subject to the surtax rate for ordinary income, ranging up to about 78%.

In the Benny case, the Bureau was reported to be inclined to the view that the comedian's Amusement Enterprises Inc., which he sold to the network, actually is Mr. Benny himself and that therefore the case involves the sale of personal services. Benny-CBS interests contended, however, that purchase of the company carries rights to the use of characters, scripts, etc. as in the *Amos 'n' Andy* case and therefore is clearly a capital-gain transaction.

An adverse ruling by the Revenue Bureau would not necessarily be final, but could be appealed by Mr. Benny to the U. S. Tax Court.

NBC, from which CBS lured both *Amos 'n' Andy* and the *Jack Benny Show* with the capital-gains offers, has said flatly it will not make comparable offers to other performers until the Revenue Bureau position is clear.

In support of the capital-gains theory, it had been argued that in no event would Uncle Sam stand to get less in taxes from the performers than they have paid in recent years.

The reason is that, according to industry sources, both Amos 'n' Andy and Mr. Benny have signed with CBS for salaries comparable to those they received from NBC, apart from the so-called capital-gains transactions. These salaries, for personal services, will be taxable at the customary income-tax rate. Thus the 25% capital-gains tax would represent an increase in the Government's "take" from these stars.

On the other hand, it was pointed out, the Government would be taking quite a "loss" as compared with what it could get by classifying the sale price as personal income.

Bureau's Reply

The question has been raised pointedly with the Internal Revenue Bureau by several Congressmen [BROADCASTING, Dec. 6], and the Bureau in reply has indicated that "the broader implications of the entire subject matter have been and are under reconsideration."

Although Bureau officials decline to discuss the cases with newsmen, this was revealed last week in a letter from Acting Commissioner Fred S. Martin to Rep. J. Percy Priest (D-Tenn.), who had inquired about "reports that the Bureau of Internal Revenue is now permitting professional entertainers to sell their services as a 'business,'" taxable on the capital-gain rather than personal-income basis.

Comr. Martin did not mention any particular transaction by name but apparently was referring to the Amos 'n' Andy deal when he wrote in reply:

These reports have doubtless had their origin in a recent occasion on which the producers of a well-known radio program, who are themselves regular performers on their program, applied to the Bureau for advice as to the tax consequences . . . of the execution and performance of certain comtemplated contracts with a national broadcasting chain.

On the basis of representations made by the tax payers, the Bureau advised that certain alleged property rights in such program constituted a capital asset in the hands of the tax payers within the meaning of Sec. 117 of the [Internal Revenue] Code; that any gain realized by them upon the projected transfer of such alleged property rights would constitute a long-term capital gain under the applicable provisions of Sec. 117, and that no part of such amount would be treated as compensation paid them for services rendered.

Mr. Martin also wrote that the Bureau already had received "several other inquiries and comments with respect to this general type of situation," and that the "broader implications" of the entire question consequently are being reconsidered.

Although the tax must be paid by the performers rather than the network, it was considered unlikely that they would have been willing to enter into a "capital gains" transaction without some assurance from CBS that they would be protected in event the Revenue Bureau ruled it is personal income rather than capital gains. Comr. Martin's letter to Rep. Priest indicated that, in the case he cited, the request for a ruling came in advance of the contract-signing.

BENNY VS. HEIDT

Sunday Network Battle Starts

LAST NIGHT, as millions listened, the 1949 network battle for the Sunday evening audience got under way. CBS put a new team in the field, led by veteran Jack Benny who CBS believed could duplicate in the 7-7:30 period on its facilities the rating records he had achieved in that time on NBC. Opposing him on its new Sunday team, NBC installed a music show, *Horace Heidt's Opportunity for Youth*, which the NBC authorities were sure could beat all competition from the vantage point of "America's number one spot."

ABC stood pat, depending on Walter Winchell and *Stop the Music* to stop any audience raids attempted by CBS and NBC. Mutual also kept its old line-up with one exception: *Adventures of the Falcon* went in at 7 in place of Sherlock Holmes, whose sponsor, Trimount Clothing Co., discreetly vacated this period for the 8:30-9 time on Monday evening.

How It Lines Up

Barring last minute substitutions not contemplated on Friday, here's how the teams lined up for the Sunday struggle: Asterisks indicate changes from the 1948 schedules.

6:30-7 p.m. ABC—*Greatest Story Ever Told* (Goodyear Tire & Rubber Co.); CBS—Spike Jones* (Coca Cola Co.); MBS—*Nick Carter* (Cudahy Packing Co.); NBC—*Ozzie & Harriet* (International Silver Co.).

7-7:30 p.m. ABC—*Go for the House;* CBS—Jack Benny (American Tobacco Co.); MBS—*Adventures of the Falcon;* NBC—Horace Heidt (Philip Morris & Co.).

7:30-8 p.m. ABC—*Carnegie Hall* (American Oil Co.); CBS—*Amos 'n' Andy* (Lever Bros. Co.); MBS to 7:55—*Mayor of the Town* (Mutual Benefit Health & Accident Assn.); 7:55-8 p.m.—Johnny Desmond (Ronson Art Metal Works); NBC — *Phil Harris-Alice Faye* (Rexall Drug Co.).

8-8:30 p.m. ABC—*Stop the Music* (Smith Bros., Eversharp); CBS—Sam Spade (Wildroot Co.); MBS — *Alexander's Mediation Board* (Co-op); NBC—Fred Allen* (Ford Motor Co.).

8:30-9 p.m. ABC—*Stop the Music* (Speidel Co., P. Lorillard Co.); CBS—*Life With Luigi**; MBS—*Memos for Music**; NBC—*Voices and Events, 1948**.

9-9:30 p.m. ABC to 9:15—Walter Winchell (Kaiser-Frazer Sale Corp., a new sponsor for Mr. Winchell after 16 years of broadcasting for Andrew Jergens Co.), 9:15-9:30, Louella Parsons (Andrew Jergens Co.); CBS—Helen Hayes (Electric Cos.); MBS—*Under Arrest;* NBC—*Manhattan Merry-Go-Round* (Sterling Drug).

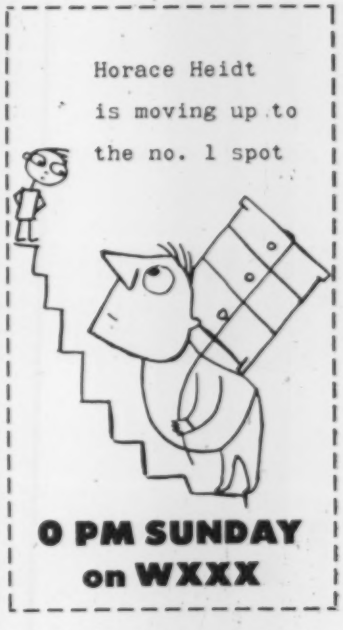
9:30-10 p.m. ABC — *Theatre Guild on the Air* (U. S. Steel Corp.); CBS—*Our Miss Brooks* (Colgate - Palmolive - Peet Co.); MBS to 9:45—Jimmy Fidler (Carter Products), 9:45-10—*Twin View of News;* NBC—*American Album of Familiar Music* (Sterling Drug).

10-10:30 p.m. ABC — *Theatre Guild on the Air* (U. S. Steel Corp); CBS—*Lum 'n' Abner* (General Motors Corp., Frigidaire Div.); MBS — *Secret Missions;* NBC—*Take It or Leave It* (Eversharp).

No Bergen

Most conspicously absent from NBC's line-up is Edgar Bergen who, with his side-kick Charlie McCarthy, has withdrawn from the air "temporarily," he told his audience on his farewell broadcast Dec. 26, adding his expectation to be back in the fall. When he returns it will probably be to CBS which admitted last week that negotiations were in progress but denied a story stating that a contract had already been signed. The news

(Continued on page 48)



One of the many ads prepared by NBC to promote the move of Horce Heidt into the 7 p.m., Sunday, spot.

ABC REPORT

Network's '48 Highlights Listed

AT YEAR's end, ABC claimed that through expansion into 17 new markets in 1948, it now had coverage of 198 of the 200 leading retail sales markets of the nation via its 272 affiliates.

It also reported a new peak in gross time sales in 1948—$44,301,754 as compared with $43,548,057 for 1947 [BROADCASTING, Dec. 27, 1948].

Other ABC 1948 highlights:

1. Development of an East and Midwest television network based on owned-and-operated stations in New York, Chicago and Detroit. Twenty stations were affiliated with its TV network.

2. Power increase of 247,750 w gained by major facilities improvements of 30 of its affiliated stations.

3. Many programming firsts, including the initial telecasting of the Metropolitan Opera.

4. Big Hooper gains by many ABC shows and stars.

5. Inauguration of the fabulous *Stop the Music* program which swept the country and made the title of the program a part of the current American vocabulary.

During 1948, ABC placed in operation its own TV stations in New York (WJZ-TV), Chicago (WENR-TV) and Detroit (WXYZ-TV). Early in 1949, it plans to place in operation TV stations in Hollywood (KECA-TV) and San Francisco (KGO-TV).

ABC also developed an eastern television network linking Boston, New York, Philadelphia, Baltimore and Washington, and a Midwest network linking Chicago, St. Louis, Milwaukee, Toledo, Cleveland and Detroit.

Both Edward J. Noble, chairman of the board, and Mark Woods, president, in statements released with the yearend roundup of ABC activities, stressed the development of the network's television facilities as among 1948 highlights while yet expanding its entire programming operations. (Their statements, this page and page 50.)

Lists New Clients

Claiming 87 million radio listeners, the network listed many new large advertisers which used the network in 1948, among them: General Motors, Association of American Railroads, P. Lorillard Co., Sealtest, Pillsbury Mills, Kelvinator and the Chesebrough Mfg. Co.

ABC stressed its value as an advertising medium, citing not only its 78.1% increase in gross time sales over the past five years, but also its 56% gain in average evening Hooperatings since 1944, using the first eleven months of each year as a basis.

Also outlined in the yearend report was the need to reorganize ABC administration during the year to take care of expansion of duties and responsibilities. On the administrative side, these were the developments:

Creation of six vice presidents: Murray B. Grabhorn, owned and operated stations; Ivor Kenway, advertising, promotion and research; Frank Marx, engineering; Robert Saudek, public affairs; Thomas Velotta, news and special events, and Paul Whiteman, music.

Expanding board of directors: In July, Owen D. Young, one of the pioneers of radio, joined the board.

Other changes: Charles C. Barry, previously vice president in charge of radio and television programming in Ned York, was placed in charge of the network's western division and Harold L. Morgan was appointed assistant secretary of ABC. From the West Coast, where he had been director of programs and production, J. Donald Wilson was transferred to New York as national director of radio and television programming.

A building expansion also was part of the network's 1948 operations. In New York, ABC established its eastern television center at 7 W. 66th St. The buildings, now in process of reconstruction, will house what ABC claims will become America's largest television studio. ABC also purchased from Warner Bros. the 20-acre Vitagraph property in Hollywood for its West Coast television center. In New York, supplementing its facilities, it also leased the Playhouse theatre on W. 48th St.

On the program side, the network cited the widening popularity in 1948 of its radio personalities such as Bing Crosby, Walter Winchell, Groucho Marx, Drew Pearson, Elmer Davis, Milton Berle, Abbott and Costello and Jo Stafford. It also reported a steady growth in the continued appeal of its oustanding programs such as: *The Theatre Guild on the Air, The Greatest Story Ever Told, This Is Your FBI, Child's World, The Breakfast Club* and many others.

Documentaries

Among its outstanding documentaries was *Communism, U. S. Brand*, an exploration of the methods used in recruiting Communists in this country and suggesting countermethods. Another documentary for which it won praise was *V. D.*, on the menace of social diseases. It presently is at work on a television documentary, a word and picture story of the Marshall Plan in action, which will be released in 1949.

Its highpoint in news coverage was listed as the national elections. Calling the elections the year's biggest story, ABC said it used almost 500 newsmen, cameramen, reporters, commentators and technicians for its TV and AM coverage of the political conventions, campaign and final balloting.

In the sports field, among its outstanding events was the Joe Louis-Joe Walcott world's heavyweight championship fight, heard over ABC by an estimated 56 million. It drew a 59.3 Hooperating and 92.4 share of the listening audience. On par with this, it placed the telecast of the Metropolitan Opera opening Nov. 29, 1948, in which infra-red lighting was used for the first time in such a telecast and air blowers were removed from the cameras to assure quiet. Dry ice was used for an improvised cooling system.

Radio has earned a "well done" for the way it has carried out its obligations to carry to the world the thinking of the United States during the past year, according to Edward J. Noble, chairman of the Board.

Observing that 1948 failed to see anything but an uneasy peace in the world, he nevertheless saw good in vigorous action of the country's leaders in pushing aid to war-shattered nations and in the demonstration of citizenship exemplified in the recent elections. He praised radio and ABC for its work in reporting these developments. He said:

"Through our system of free broadcasting, we have held up to our own and to other nations a sounding-board of news, commentary, opinion and

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CBS ROUNDUP

'48 'Most Eventful' in History

CBS, in reviewing its activities during 1948, called the 12-month period just ended "perhaps the most eventful" in its 21 year history.

It listed its gains in AM and in television and especially stressed advances in programming. Simultaneously, a yearend statement by its president, Frank Stanton, claimed CBS had the "largest creative program operation in the entire broadcasting industry." (See page 50.)

In resume, the high points of the CBS year featured:

(1) Acquisition of top stars such as Jack Benny and Amos 'n' Andy.

(2) Expansion of CBS television network from one station to 24 and the addition of seven stations to the AM network for a total of 179.

(3) Projection of a transcontinental television network to serve more than 80 cities within the next three years.

(4) Increase in the network's total wattage output, making it the most powerful network on the air.

(5) Continued successful development of CBS's own TV and AM "package" programs.

(6) Acquisition of exclusive rights to a number of outstanding events including the Rose Bowl football classic and to other major sports through part ownership in Tournament of Champions Inc.

(7) Initiation of technical developments and plant expansion on East and West coasts, particularly the million-dollar television studio and technical installations in the Grand Central Terminal Bldg., New York.

Position Solidified

In network expansion, CBS claimed it solidified its position as the nation's most powerful network when on Dec. 21 it signed KFRE Fresno as its 24th 50,000 w affiliate. That gave CBS a total power of 1,641,200 w daytime, and 1,556,450 w nighttime.

In plant construction, work was started in February on what is said will be among the largest television studio plants in the world in Grand Central Terminal Bldg.

In July, WCBS-TV purchased a new 5 kw transmitter and specially designed antenna to produce the maximum signal permissible under FCC regulations for installation in Manhattan.

Among other technical developments were production of "The Bubble," its plastic-domed, mobile unit, put into action for the Presidential nominating conventions; unveiling of the records developed with Columbia Records; setting up a plant for making television recordings with 16mm film, and improvements in telecine projection and cold studio lighting.

Staff Changes

On the administrative side, these staff changes were made:

Two CBS vice presidents, Howard S. Meighan and Lawrence W. Lowman, also became general executives.

J. L. Van Volkenburg became a CBS vice president and director of television operations.

J. Kelly Smith became vice president and director of station administration.

Arthur Hull Hayes, general manager of WCBS, was named CBS vice president in San Francisco.

James M. Seward became vice president in charge of operations.

S. R. Dean became CBS treasurer and comptroller.

William B. Lodge was named vice president in charge of general engineering.

Howard Hausman became vice president in charge of personnel relations.

Frank White relinquished his office as CBS vice president and treasurer to become president of Columbia Records.

During the year, too, the network

(Continued on page 50)

MBS GROSS UP

5% 1948 Rise Indicated

MUTUAL Broadcasting System's yearend review indicated that gross billings for 1948 from the sale of network radio time would show a gain of 5% over 1947.

Mutual's greatest claims, however, were in the direction of programming and listenership. High points of its yearend review were:

1. In line with Mutual's self-description as "world's largest network," it passed the 500 mark in number of affiliated stations.

2. It boosted the idea of cooperative programs and at year's end claimed 1,800 local sponsors for them, which, MBS said, topped all other networks combined.

3. It strengthened its weekly daytime programming.

4. It signed Gabriel Heatter to an exclusive broadcasting and television contract.

5. It completed new operating facilities.

6. It won numerous awards.

In keeping with its expansion policy, Mutual-Don Lee placed in operation a new $3 million studio building in Hollywood, the first studios specifically constructed for joint radio-television-FM broadcasting. The master control panel there is so engineered as to permit simultaneous "feeds" of these three types of radio programs for airing locally, regionally or feeding on a coast-to-coast basis.

Active in TV

In television, with no MBS TV transmitters yet in operation, Mutual advertising and research executives nevertheless became active participants in industry meetings dealing with TV problems. Meanwhile, Mutual affiliates in Chicago, Boston and Hollywood were tied in with other networks during the interim, and in 1949 Mutual expects to see a continuation of such interim affiliations.

Mutual will proceed with its TV plans, leading to eventual establishment of video stations in 11 of the country's leading markets, in addition to some 40 MBS affiliates that have CPs or applications pending.

Mutual insured television coverage of the 1948 World Series, one of its perennial exclusives, by making the baseball classic available to all video stations in New York, Boston, Philadelphia, Baltimore, Washington, Richmond, Schenectady, New Haven, Cleveland, Buffalo, Toledo, St. Louis, Chicago and Milwaukee.

The network also claimed a new all-time listening mark for its AM broadcasts of the series—25 million radio homes tuned in.

Sales Picture

In sales, 1948 was a year which saw wide acceptance of MBS adaptability to multi-program campaigns by some of the nation's largest advertisers.

New advertisers in 1948 included Universal Carloading and Distributing Co., Volupte Inc., National Council of Protestant Episcopal Churches, Doubleday & Co., Continental Pharmaceutical Corp., U.S. Tobacco Co., National Biscuit Co., and the Johns Manville Corp.

In programming, the network concentrated on building its daytime weekly schedule and claimed it was strengthened by such series as *Kate Smith Sings*, John Nesbitt's *Passing Parade*, Gabriel Heatter's *Mail Bag*, and *The Golden Hope Chest*.

News-wise, it produced 4,432 regularly scheduled and special news shows. It claimed credit for development of the "newsreel" program technique, radio reporting via news-voice recordings. During the political conventions in Philadelphia, Mutual built a network within a network in the Quaker City. For the election itself, it claimed further credit for a network innovation by correlating local results within the overall national picture for the benefit of regional and local listeners.

In sports, it presented many exclusives, including the World Series, the play-off game for the American League baseball championship, the All-Star baseball and football games, the Indianapolis Speedway classic, the Army-Navy grid clash, the annual East-West Shrine game, the Cotton Bowl and the Blue-Gray contests, the Zale-Graziano, Zale-Cerdan and Williams-Jack championship boxing bouts.

It was a year of many awards for MBS and its people. Fourteen programs and their personalities were cited during 1948. The network itself received four individual awards for its documentary shows and its public service broadcasting and one for its overall promotional activities in behalf of MBS shows.

Among its honors were: National citation from National Conference of Christians and Jews for *Exploring the Unknown* program; blue ribbon from Ohio State U. Institute for Education by Radio for the *Family Theater* series; One World Award to William L. Shirer for "interpreting world news"; *Twenty Questions* program received two awards, blue ribbon from state of New Jersey and the Kilroy Award of Armed Forces Radio Network; National Headliners Club citation to Albert L. Warner, of Mutual's Washington staff, "for outstanding domestic coverage in his reporting of Congressional hearings in Washington."

KFRE Fresno, Calif., will become 24th 50 kw outlet of CBS in June [BROADCASTING, Dec. 27]. Completing arrangements for the affiliation are Paul R. Bartlett (l), KFRE general manager, and Edwin Buckalew, western division manager of CBS Station Relations.

NBC '48 RECORD

Top Advances in TV

FOR NBC, the year 1948 was marked by many important achievements, the most spectacular of which were in television.

Its TV network grew from four at the year's opening to 25 at the year's end and its revenue from video network time sales was 1000% greater in 1948 than in 1947.

In sound radio, gross revenues from time sales in 1948 were 6% greater than in 1947, which had set an all-time record.

These were among other high points in the NBC year:

1. Adoption in September of a new and improved code of standards. The code also was made applicable to TV, the first such code in the visual medium.

2. The claim that by year's end the network had almost four times the number of TV network advertisers as all other networks combined.

3. Its policy of drawing new advertisers into television and thus strengthening radio's economic foundation was regarded as a success. Twelve of its TV sponsors on its East Coast network were not already radio timebuyers.

4. Average daytime commercial network in 1947 was 119 stations, against an average of 121 for 1948. In the evening it was 141 in 1948 against 134 in 1947.

5. Eighty-six percent of NBC's clients renewed their contracts for 1948.

6. NBC Spot Sales Division reported an all-time record in sales volume.

7. The total of AM affiliates rose from 167 to 170.

8. Advances in programming, first in news coverage, and the winning of numerous awards.

The network reported that its 6% radio sales increase was partly due to some additional business and partly to the expansion of the number of stations contracted for by some advertisers. New business came from such advertisers as Campbell Soup, International Silver, John Morrell & Co., Pillsbury Flour Mills, Coca Cola, Chevrolet Dealers, Elgin Watches and Pet Milk.

7,648 Hours Programmed

During the year, NBC broadcast approximately 7,648 hours of network programming, 51% of which was sponsored by national advertisers.

The NBC summary, however, expressed greatest pride in its television accomplishments. It claimed TV leadership as exemplified by the historic telecast from the *U. S. S. Leyte* 30 miles at sea; the building of an eastern TV network linking Boston to Richmond and a Midwest network linking Buffalo, Cleveland, Toledo, Detroit, Chicago, Milwaukee and St. Louis.

It cited its coverage by radio and television of the Republican National Convention in Philadelphia in June as the "most elaborate and thorough reporting job ever devoted to a single event by a single organization." It devoted 54 hours of television time and 36 hours of radio programming to the GOP sessions alone at a cost of $300,000 in rebates to sponsors for cancelled time and talent, plus the huge cost of engineering installations and other expenses involved in the 200-man operation.

The shorter Democratic Convention in July was covered by 24 hours and 14 minutes of radio time and 41 hours and 24 minutes of TV time—at a comparable cost to the network, it was said. The three-day Progressive Party's Convention in July was given nine hours and 35 minutes of radio time and 22 hours and 45 minute of television time.

Its coverage of the elections themselves, NBC claimed, topped all networks in listener and viewer ratings. NBC's rating for the survey made from 8:00 a.m. to 12:00 noon on Nov. 3 was 13.9 with a 37.8 share of audience, against the second network's 7.5 rating and 20.5 share of audience. It claimed that from 8:00 to 11:00 p.m. Nov. 2, it rated 15.8 and 28.9 share of audience against the second network's 14.1 rating and 25.8 share of audience.

In a television survey, WNBT showed a rating of 32.3 and a 43.6

(Continued on page 51)

A double spread in the Mirror

By DAVE GLICKMAN

RADIO's space drought in Los Angeles metropolitan newspapers broke after a decade of resistance with recent publication of the new daily Los Angeles *Mirror*.

This drought started back in 1938 when the publishers in downtown Los Angeles banded together in agreement to throw out their radio sections, maintaining logs on a limited basis only.

Logic of this anti-radio news campaign was never really clear in its intent. By its snub of radio and its abundant care for the movies, the only apparent inference to be gleaned lay in the ratio of news to advertising. With major box-office results their target, theatre owners and chains quite naturally had a basis on which to predicate advertising schedules.

Radio, on the other hand, has had and is likely to continue to have meager budgets for paid space in newspapers calling attention to programs. Furthermore, radio is an advertising medium of itself whereas the movies are product and must use proper space to merchandise that product.

Now Out From Under

But whatever the relative roles of radio and movies in the minds of the publishers, radio is now out from under the wraps.

With advent of the *Mirror*, Lou Larkin was brought in as radio editor. In addition to his daily column and radio logs, the double truck section of the tabloid also includes spot AM, FM and TV news stories. Prior to initial publication on Oct. 11, the new tabloid, in an all out promotion campaign, plastered Los Angeles area with billboards announcing its "complete coverage of radio news."

At first, the Los Angeles Publishers Assn. tried to play footsie with radio. At a Hollywood Advertising Club meeting Floyd Maxwell, head of the publisher's body, tried to explain away the *Mirror's* treatment of radio by saying that it was not a member of the association. This was just so much double-talk, for the *Mirror* is owned by the Times-Mirror Co., publisher of the Los Angeles *Times*, itself a member of the publishers' group.

Another exception had really taken place about 18 months ago when the Los Angeles *Daily News* started to run the syndicated John Crosby column. At that point, the publishers tried to explain it away by deciding that it was syndicated material and not local; consequently it did not constitute a violation of the agreement.

Yet the material in the Crosby column was localized whenever possible through parenthetical insertion of the local network station carrying the program being discussed as well as its broadcast time.

But with the *Mirror* making radio one of its news staples, the several other newspapers were forced to re-examine their positions.

'News' Follows

The Los Angeles *Daily News*, also a tabloid, was swift to follow the *Mirror's* lead. It discarded Crosby's column in favor of a daily local column under by-line of Walter Taliaferro, which made its bow on Thanksgiving Day. Protest on the dropping of Crosby's column resulted in its return on Dec. 7 as an added feature. Radio section has also been dressed up with additional AM, FM and TV news.

Next in line was the *Herald-Express*, Hearst afternoon newspaper, which pulled a sneak preview on Dec. 2. Without fanfare or any prior announcement, its enlarged radio and television log page appeared with John M. Cooper's syndicated column and a TV feature. The newspaper reportedly will hire its own radio editor as well as maintain the syndicated feature.

Nick Kenny, radio editor of the New York *Mirror*, Hearst owned and operated tabloid, arrived in Los Angeles on Dec. 3 to lay plans for a Los Angeles *Examiner* radio section. Pat Hogan, chosen from the newspaper's staff, had been named radio editor, with a daily section started the week of Dec. 20.

With the Los Angeles *Times* co-owner with CBS of KTTV, supposition is that the newspaper will carry a TV news column, eventually expanding to cover AM and FM news and also expand log service. No commitment has been made to date.

Not to be forgotten are the suburban daily newspapers which has Bill Bird as radio editor and columnist. The tabloid also goes in heavily for art on its two-page daily insert. Charles Perlee is the Pasadena *Star-News* radio editor. He conducts a daily column along with station logs and an occasional special feature.

The are also some 35 neighborhood weekly and bi-weekly newspapers giving their support to radio. Besides the logs they go in for local area radio news, carrying

. . . . . Radio News Back After a Decade

maintained their radio sections throughout the entire Los Angeles Publishers Assn. ban.

Hollywood *Citizen-News* has carried a radio section for more than 20 years. Besides AM, FM and TV logs, the page carries by-lined two columns and sometimes three of Zuma Palmer, radio editor. In addition, there is now also a boxed column of Radio-TV Briefs. The newspaper on occasion also uses spot radio news in its regular news sections, and often on the front page. In a recently conducted reader's poll, radio section came second with front page news taking first place.

Valley Times, serving the rich San Fernando Valley, for several years has maintained a radio page with Allen Rich as editor and columnist. Pasadena *Independent* is another to carry radio's torch and syndicated by-line columns.

Publishers today are interested in ways and means of utilizing radio to their advantage, and are willing to accept the medium as partners. This is apparent in the zeal in which newspapers have made tie-ups with local TV stations.

It all started when the Los Angeles *Times* procured a TV channel and then sold 49% stock in KTTV to CBS. Then the Los Angeles *Examiner* made a reciprocal agreement with Don Lee Broadcasting System, thus linking KTSL (TV) and KHJ with the newspaper. *Daily News* followed the lead when a similar deal was worked out with Paramount's KTLA (TV). A ten-year mutual cooperative agreement was also worked out between the *Herald-Express* and ABC for KECA and KECA-TV.

NAB

'Realignment' Meeting Expected This Month

NAB BOARD committee handling the so-called "realignment" project is expected to meet this month, setting in motion what may develop into a complete reorganization prior to the industry convention in Chicago April 11-12.

Preliminary report is likely to be made by the committee at the NAB board's Feb. 14-15 meeting in New Orleans.

Purpose of the whole project is to bring the NAB operation in line with industry progress, including television and FM. This idea envisions a functional type of organization. When the job is done NAB may emerge in a brand new administrative dress.

Committee Members

Members of the committee are Clair R. McCollough, WGAL Lancaster, Pa., chairman; Paul W. Morency, WTIC Hartford; John F. Meagher, KYSM Mankato, Minn.; Everett L. Dillard, WASH (FM) Washington; Henry W. Slavick, WMC Memphis.

The membership is representative of small stations (Messrs. McCollough, Dillard, and Meagher); medium stations (Mr. Slavick); large stations (Mr. Morency); FM (Mr. Dillard); television (Mr. Slavick). All sections of the country but the Far West are represented.

★

Last NAB reorganization study was conducted in 1944, leading to election of Justin Miller as president and A. D. Willard Jr. as executive vice president. Prior to that a major study had been conducted in 1938, culminating in election of Neville Miller as president.

POSNER PLANS

To Expand New Show on ABC

DR. POSNER Children's Shoes, New York, through its agency Hirshon-Garfield, New York, starting Jan. 15 will sponsor a half hour children's show called *The Big and Little Club*, Saturdays, 10:30-11 a.m. on a three-station ABC network in New York, Boston and Philadelphia.

The sponsor plans to increase the network until it is coast to coast. In fact, before the starting date, it is understood that a few more stations may be added on the eastern network.

ENGINEERING IN '49

Yearend Roundup

Further Strides Seen

PREDICTIONS that television will take great strides forward during the new year are undisputed among Washington radio consulting engineers surveyed by BROADCASTING, but there is dissent on FM's prospective progress.

It is generally agreed that AM is here to stay for some time and that it will continue to pay the way for the two newer arts for an indefinite period. Many feel FM will eventually supplant AM as the principal aural medium. None indicated a belief that TV will ever completely supplant an aural system.

Esterly C. Page, of E. C. Page Consulting Radio Engineers, believes that even with the lifting of the freeze and solution of the allocations problems, television will be slow getting under way as regards new operating stations. He explains the bottleneck will be equipment. Mr. Page predicts the demand for new facilities will be so great that manufacturers will be unable to satisfy customers until late 1950. This is on the basis of allocations being out of the way by early fall of 1949.

Mr. Page

Mr. Page believes AM has reached the peak of its curve as far as number of new stations is concerned and from here on activity will be in the field of improving facilities and transfers. FM seems to have realized a revival, he says, due to the TV freeze, but the trend in 1949 should pattern the past year.

Raymond M. Wilmotte, Raymond M. Wilmotte Inc., said he "would be surprised if the UHF band were not opened up commercially during the coming year and I believe that Polycasting will be the way." Polycasting was brought to the attention of the Commission recently by Mr. Wilmotte [BROADCASTING, Dec. 6]. Mr. Wilmotte expressed the hope the video VHF band "will not be spoiled by over exuberance. . . . A few months' delay will not appear important 5 or 10 years from now."

Mr. Wilmotte

Seeing an important trend in the purchase of FM receivers, he observed, "Possibly 1949 will see the beginning of a commercial switch from the present AM to the very much better national service now available on FM."

Andrew D. Ring of Andrew D. Ring & Co. stated that according to his prediction of some years the public has responded enthusiastically to television since its emergence from the laboratory. He termed it unfortunate that the supply of TV channels is "far below the demand" and the tests in the UHF band "do not show much promise . . ." Thus the "natural limitation on the propagation in the television band destines this service to limited areas," he said.

YEAREND roundup in the advertiser, agency, station, network, transcription, representative, labor, trade organization, transit FM, store FM, FCC and legislative fields appeared in BROADCASTING *Dec. 27, 1948*

Mr. Ring

Mr. Ring said the "optimum allocation plan should contemplate giving the maximum number of cities service and choice of programs even if most rural service must be sacrificed." He stated the new tropospheric data "do not disclose any need for major changes in station separation" but "stations cannot be spaced at as low mileage as the trend indicated before these data were available."

Little further expansion in the AM band is seen by Mr. Ring in view of virtual saturation day and night. He believes FM solves many of the technical problems inherent in AM operation excepting to improve wide rural service. However, he terms FM as a "fine new spring on the old buggy while television is the automobile."

C. M. Jansky Jr. of Jansky & Bailey claims there is a swing from AM to FM listening. He warns that "because of preoccupation with the not insignificant growing pains of television this revolution in broadcast listening is taking place practically unnoticed by those who should be most concerned."

Mr. Jansky

Mr. Jansky, president of the Assn, of Federal Communications Consulting Engineers, paints the following picture for radio in 1949:

During the coming year the radio industry will be devoting major attention to the problems forced upon it by the advent of two technological developments—television and frequency modulation. Everywhere management is seeking to determine not only how great will be the impact of television and FM upon the industry but how soon will the full force of this impact be felt and what trends will result.

Television's public appeal has already been demonstrated to the satisfaction of many. However, the opportunity to satisfy the demand for the service which this appeal engenders is circumscribed by television's apparent inherent engineering and allocation limitations. Therefore, during the coming year while the broadcaster is wrestling with television's economic and program problems the radio engineer will be striving to break down the technical barriers which at the moment appear to bar the way to the delivery of television service throughout the nation on a truly competitive, American free enterprise basis. Since the engineer is no magician, the degree of success he will ultimately attain is unpredictable.

FM's problems are different. FM is a new and greatly improved system of sound broadcasting. Its ultimate future impact upon the industry is not difficult to predict. The salient fact is that FM can provide more stations with better day and night coverage than can AM. Therefore, unless television is to completely replace all sound broadcasting —which at the moment appears to be an impossibility because of television's inherent technical and economic limitations—FM will replace AM in the sound broadcasting field. Here the big question is—not how great will be the impact but how soon will it develop force.

Here also, but for a different reason, the engineer cannot prognosticate. This is because he has no basis for predicting how long it will take the broadcaster, advertising agency and advertiser to recognize and react to the great change in listening habits now taking place. I refer to the steady and rapid increase in the number of listeners who rely entirely upon FM stations for their sound broadcast service and the corresponding decrease in the amount of listening to AM.

Unfortunately, because of preoccupation with the not insignificant growing pains of television this revolution in broadcast listening is taking place practically unnoticed by those who should be most concerned. When the facts are recognized and their implications fully understood major changes in the economic and program framework of the entire broadcasting industry are bound to occur.

John J. Keel believes that television will make important strides, despite a delay resulting from the freeze order. He thinks FM broadcasting will grow at a small but steady pace. The Commission, Mr. Keel predicts, will relax its AM engineering standards during the coming year in order to provide facilities for localities having no station or daytime only and in areas where public interest warrants such action.

Mr. Keel

"The prospective increase in channels," Mr. Keel says, "will greatly stimulate activity in the

(Continued on page 71)

LAWYERS

Yearend Roundup

See TV as '49's Worst Headache

THE CONSENSUS among the men who all but live at the FCC—the radio attorneys of Washington—is that television will produce the most agonizing headaches for the Commission in 1949.

The majority sampled by BROADCASTING feel the 1949 thaw of the television freeze will unleash a flood of new problems for the Commission to cope with. One attorney sees the possibility of an AM freeze in 1949.

High hopes are held for solution of such lingering problems as station editorializing, the Port Huron decision confusion, clear channel, giveaway, Bluebook, AVCO transfer rule, multiple ownership and other matters.

The crystal ball of Vincent B. Welch, Welch, Mott & Morgan, reveals 1949 as the "mushroom" year of television activity, in which the allocation picture will crystallize with the adoption of "a workable and long range plan encompassing ultra high frequencies."

Mr. Welch

Mr. Welch also believes the Commission "is faced with the necessity of reconsidering many of its technical and procedural rules and policies which have become outmoded by the rapid expansion of the broadcast art . . . Time is essential for such a program and a freeze on AM applications to achieve this goal is a very distinct possibility."

Frank U. Fletcher expects to see "new vistas of sports broadcasts, especially baseball, open up if the Dept. of Justice is successful in breaking up the 'veto' power now held by local professional baseball clubs over broadcasts of out-of-town contests."

Mr. Fletcher

Harry P. Warner, Segal, Smith & Hennessey, thinks "the primary problem confronting the Commission in 1949 is the formulation of administrative policies for television."

He believes the "courts will undoubtedly clarify the administrative practice and procedure as

(Continued on page 73)

MBS PROMOTIONS

Schmid, Johnson Named

ROBERT A. SCHMID, vice president in charge of station relations for MBS since April, 1947, has been appointed to the newly-created post of vice-president in charge of program sales, Edgar Kobak, network president, announced today. Simultaneously, Mr. Kobak announced that Earl M. Johnson, MBS director of engineering, has also been named director of station relations. Both appointments were effective Jan. 1.

Mr. Schmid, who before his station relations activities was vice president in charge of advertising promotion and research, joined Mutual in 1936. Prior to that, he was with Young & Rubicam and CBS, both in New York. For the past 13 years Mr. Schmid has been engaged in building the network's advertising and station activities. Under his guidance, during 1948, the power of Mutual affiliates and its national coverage increased to an all-time high, the network said.

Mr. Schmid

The new appointment, while not directly connected with the recent resignation of Robert A. Swezey, [BROADCASTING, Nov. 8] is said to in some measure encompass some of the duties originally designated for Linus Travers, executive president and general manager of the Yankee Network, major MBS stockholder.

Mr. Johnson joined Mutual in 1945 as chief plans and allocations engineer, being named director of engineering the following year. He has been largely responsible, the network said, for the development of its "listenability," a new engineering coverage measurement designed to guide network expansion toward "complete and economical coverage for the advertiser."

Mr. Johnson

Prior to joining MBS, Mr. Johnson served in an engineering capacity with WLW Cincinnati, before which he was assistant chief of the standard broadcast division of FCC. He will continue his duties as director of engineering in addition to assuming those previously handled by Mr. Schmid.

Travis Promoted

WILLIAM TRAVIS, former director of radio for Leland K. Howe Assoc. Inc., New York, has been appointed vice president in charge of radio and television. Mr. Travis, prior to his association with the Howe agency, was manager of WMLO Milwaukee.

JOE M. DAWSON (second from l), retiring as chairman of Geyer, Newell & Ganger executive committee, shows three agency partners a miniature television set representing one sent to his home by members of company. Mr. Dawson also holds a leather-bound tribute signed by his GN&G associates. Occasion was firm's annual Christmas party at St. Moritz Hotel, New York. L to r: H. W. Newell, GN&G executive vice president; Mr. Dawson; B. B. Geyer, president, and R. M. Ganger, vice president and director.

WITMER QUITS

Leaves NBC After Illness

ROY C. WITMER, NBC staff vice president and before that vice president in charge of sales for almost 15 years, has resigned. Mr. Witmer announced the resignation, effective Dec. 31, last Wednesday following a period of illness. His future plans will be announced later, he said.

Mr. Witmer

Mr. Witmer joined NBC in 1927 as an advertising salesman, became assistant sales manager in 1929 and sales manager in 1930. Appointed vice president in charge of sales a year later, he became staff vice president in February 1946. In this post he reported to Niles Trammell, network president.

Prior to joining NBC Mr. Witmer spent 17 years managing manufacturing plants in New England, following earlier activities in the banking and utilities fields in southern California. He attended Leland Stanford U. in California.

Scott Marriage

R. J. (Bob) SCOTT, president and treasurer of Schwimmer and Scott Agency, Chicago, and his bride, the former Lucy Gilman, return to Chicago this week after a two-week wedding trip to Miami. They were married in Chicago Dec. 18 at a private and unannounced ceremony. Miss Gilman is a Chicago actress, and has appeared on numerous radio shows. This is the second marriage for both.

NABISCO

3 Executive Appointments

THREE executive appointments at National Biscuit Co., New York, effective Jan. 1, were announced by George Oliva, firm's director of advertising, last week.

Harry F. Schroeter has been named director of media. Mr. Schroeter, who joined the company in 1945, has been assistant advertising manager for biscuit, bread and specialty products since 1946. Previously he was with the advertising department of Procter & Gamble, Cincinnati.

R. Stewart Boyd, former assistant advertising manager, has been appointed advertising manager for cereals and dog food products. Previous to joining Nabisco he was with Lennen & Mitchell, New York.

Edward A. Gumpert, on joining the company, has been named advertising manager for biscuit, bread and specialty products. He was formerly assistant advertising manager for Rheem Mfg. Co., New York, and account executive with Duane Jones, New York.

M&P Elects Peterson

CURT A. PETERSON, radio director who has been associated with Marschalk and Pratt, New York, since 1935, has been elected to partnership in the agency effective Jan. 1. Mr. Peterson was with NBC as assistant program manager prior to his association with the agency. Since he has been with the agency he helped develop the first extensive use of the five minute news program, *Esso Reporter*, which celebrates its 500,000th broadcast on Jan. 5.

Mr. Peterson

FORT INDUSTRY

Subsidiaries Dissolved

AN INTERNAL reorganization involving dissolution of operating subsidiaries has been announced by the Fort Industry Co. The change, effective Jan. 1, was motivated by a desire to simplify the company's corporate structure, according to George B. Storer, Fort Industry president.

Mr. Storer

Operating policies and personnel at each station affected by the change will remain as at present, Mr. Storer said. The reorganization affects West Virginia Broadcasting Corp., operating WWVA Wheeling; Monongahela Valley Broadcasting Co., operating WMMN Fairmont, W. Va.; Liberty Broadcasting Corp., operating WAGA Atlanta, and Detroit Broadcasting Co., operating WJBK Detroit.

These companies, all wholly-owned subsidiaries of Fort Industry, are being dissolved and the stations they operate henceforth will be operated directly by the parent firm, together with WSPD Toledo, WLOK Lima, Ohio, and WGBS Miami, Fla. Applications for transfer of the subsidiary companies to Fort Industry already have received FCC approval.

Fort Industry also owns three television stations, WSPD-TV Toledo and WJBK-TV Detroit, both on the air, and WAGA-TV Atlanta, which is expected to start soon. The company also owns and operates FM stations in each of the seven cities where it has AM outlets except Fairmont.

Fort Industry also is an applicant under Avco procedure for the acquisition of WHAS Louisville [BROADCASTING, Dec. 13]. J. Harold Ryan is senior vice president and treasurer, and Lee B. Wailes is vice president in charge of operations.

PETERSON QUITS

Leaves ABC Central Div.

EDWIN R. PETERSON, ABC Central Division salesman credited with selling $20 million worth of network time over a seven-year period, has resigned effective Jan. 1, he revealed last week. Mr. Peterson handled such accounts as General Mills, Libby-McNeill and Libby, Toni Inc., and Allis-Chalmers Mfg. Co.

Before joining the ABC sales staff in 1941, Mr. Peterson was associated with the Chicago Better Business Bureau. He has denied reports that he would join Taylor-Boroff and Co., station representative firm, in which Edwin R. Borroff, former ABC vice president, is a partner.

A Service of Broadcasting Newsweekly

TELECASTING

JANUARY 3, 1949

TV COMMERCIALS

Chevrolet Assn. Humanizes Service

By FLORENCE SMALL

BY YEAR END local Chevrolet Dealers Assn. in the seven cities linked by the NBC East Coast video network had spent a $500,000 plus budget on television, making it one of the largest of the video spenders.

Acknowledging the firm's complete satisfaction with the program's sales impact, principals of the Campbell-Ewald Co., agency for Chevrolet, attributed the record in great part to its carefully patterned philosophy of commercial presentation.

When the agency's video section, headed by vice president Winslow H. Case and producer Leo Langlois, blocked out the first dealers' commercials, they found that actually the story they were interested in getting across was a public relations message: The best place to go for Chevvie service is the Chevrolet dealer in your community.

After deciding on general approach, Mr. Case and Mr. Langlois and copy writer Ray Mauer sought the formula for humanizing the grease-and-oil service routine in the Chevrolet *Tele-Theatre*. The answer is the career of Bebe, The Dog. High in entertainment value, Bebe carries the service message to her Chevrolet-owning, service-spurning master in a minute-long film. She will return in two more commercials currently in production.

Mirth With Message

Other commercials have hewn as closely to the narrative, humorous line as Bebe. They are expertly conceived and carried through in conjunction with major studios.

Filmed weather spots sponsored by the dealers have integrated the car into the report, using the top of a Chevrolet convertible to indicate changes in the weather. Good weather sends the top down; storm warning sends it up.

Now readied are a series of pantomime weather spots. Tying in with warmer, rain, snow and sleet, a facile-faced comedian runs through "Hellzapoppin" antics while forecasting the next day's climate.

This swing away from what one Campbell-Ewald executive called "radio's insistent clamor" has marked all of the agency's telecommercial ventures.

"The television commercial can be less strident, more enjoyable because of the addition of eye to ear," Mr. Case maintains. "Radio had to pound on deaf ears. Now in TV, 85% of the impulse can be channeled through the eye. You can afford to move at a more leisurely pace. In fact, if you go too fast and heavy, you sacrifice effectiveness."

High Points

In the commercials, the agency has purposely avoided dependence on the single unexpected climax. To mold its film commercials for multiple showings, the agency has integrated two or three high points into each one. These nuances will be included in future commercials with modifications shown by audience reactions whenever possible.

Both the films and audio messages have stressed "preventive service." Two projects scheduled for early '49 are emphasis on intelligent car maintenance and familiarization of the public with the men and method hitherto obscured under the term of "service."

The dealers will emphasize that every day a car spends in the shop adds a day of cost and inconvenience. Their remedy: When the Chevrolet goes into the shop, have the mechanic give it a thorough checkup to catch any points of possible trouble, and eliminate them while they are still minor. This preventive care will be linked with economy in dollars, cents and time.

First operation to undergo humanizing via the entertainment route will be the motor tune-up. Shown the process from bumper to fan belt, car owners will be able to evaluate and buy service intelligently, just as they do other commodities.

Both these phases of dealer sales technique will also buttress their public relations objective, since knowledge will replace misapprehensions with friendly understanding.

With Chevrolet Central Office covering magazine, newspaper and billboard advertising, the dealers feel that television is "their baby." Through their commercials and programming, they will plug the owner-dealer relationship to maintain and expand current good will.

When production of new cars meets demand, they will have strengthened the ties between themselves and Chevrolet owners and the habit of buying service where the car was bought.

The dealers have shown a willingness to pay top money for talent and production. The show moved into the Hooper top ten a month after its premiere, and was among the top three on The Pulse survey two weeks later.

A recent check of Chevrolet dealers in the metropolitan areas shows a definite up-swing in car owners returning to their local Chevrolet dealers for service.

During '48 the New York Chevrolet dealers sponsored a series of stake races, televised the New York Yankee home football games and then joined with the associations in Boston, Schenectady, Philadelphia, Baltimore, Washington and Richmond to present the weekly Chevrolet *Tele-Theatre* dramatic show on NBC-TV.

Effective Jan. 4, *Tele-Theatre* will be sponsored by Chevrolet Central Office, General Motors, Detroit. The shift from the dealers' groups to the central office is expected to bring greater emphasis on the car itself, the agency says.

* * *

A scene from a Chevrolet TV film, with the salesman closing the door to the accompaniment of a good, solid sound which emphasizes the sturdy construction.

KTTV OPENS

Rose Bowl Events Mark Debut

SEVEN program sponsors and five spot buyers helped to launch the commercial television debut of KTTV Los Angeles on New Years Day.

The station, which is owned and operated by the *Los Angeles Times* and CBS, kicked off with telecast of the Rose Bowl parade sponsored by the Bekins Van & Storage Co. Following the parade Gough Industries (Philco distributor) and the May Co. co-sponsored *Collier's All-American* film.

On its heels came the television debut of MacMillan Petroleum with presentation of *Football Highlights* film. Standard Federal & Savings Loan came next with action shots of players on both California and Northwestern teams. Packard-Bell paid for *Sports Roundup* following the game, with Bill Henry, *Los Angeles Times* columnist and commentator, plus Paul Zimmerman, sports editor of the *Times*.

The game itself, which was commercially sponsored via AM and television for the first time in its history, was paid for by Gillette. Spot buyers on opening day were Bulova, Barker Bros., Coast Federal Savings & Loan, General Electric Supply Corp. and Central Chevrolet.

That evening the station also showcased two hours of sustaining programs to give listeners an idea of programs which were to come.

TELECASTING INDEX NEWS & FEATURES

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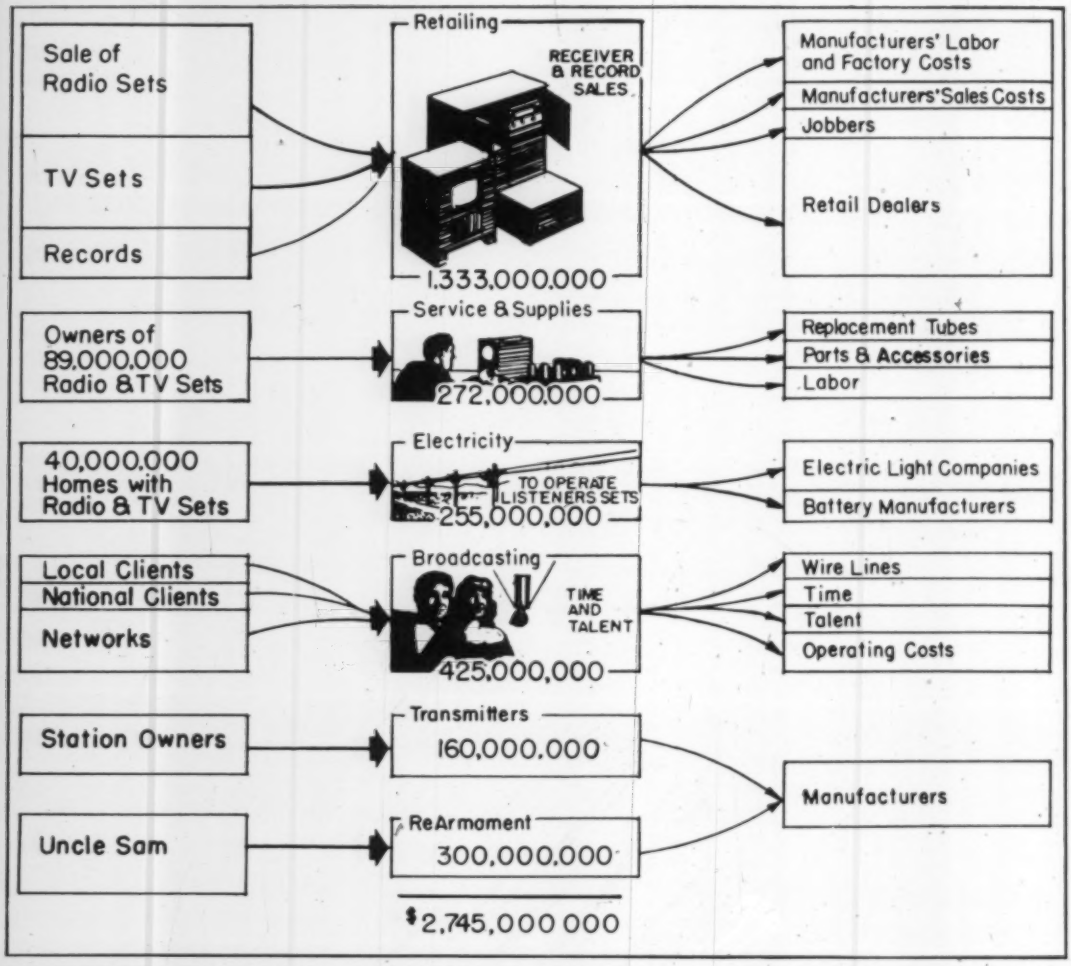


THE RADIO-TV pie with its dollar total and how it was sliced in 1948 is given in January 1949 Annual Statistical Issue of *Tele-Tech*. In the left column boxes are shown the factors and agencies that contributed to the (middle boxes) dollar volume of each category. Right boxes indicate how this money was eventually split. Size of boxes is proportionate to volume.

MORE TV STATIONS

Seen as Result Of NBS Clock

HOPE that the radio spectrum may be made to accommodate more radio and television stations was held out by the National Bureau of Standards last week.

Disclosing development of an atomic clock of "unprecedented" potential accuracy as a standard of frequency and time, NBS said that when used as a frequency control it "will permit more radio and television stations in the now overcrowded radio spectrum."

Pending release of the details at the first demonstration, scheduled for Thursday (Jan. 6), industry observers reserved comment except to speculate that one of the most likely radio uses would seem to be as an aid in achieving synchronization of the type now being tested by RCA-NBC with NBC's WNBW (TV) Washington and WNBT (TV) New York [BROADCASTING, Dec. 6, 20; also see story this issue].

Possibilities Cited

If it permits the high degree of frequency control hinted by NBS, and if the cost is not too great, radio engineers said, then the clock could be "a tremendous boon" by permitting synchronization without the use of wire lines.

According to RCA-NBC's estimates, synchronization would make possible the operation of approximately the same number of television stations FCC originally anticipated before interference questions arose to prompt the current licensing freeze and re-examination of engineering standards and allocations. But RCA-NBC engineers emphasize that, even with synchronization, the original 150-mile separation standard for co-channel stations should not be violated.

Bureau officials withheld discussion of the "clock" until its formal demonstration, but hinted that its use as a frequency control to permit more stations may be "at the higher frequencies." They also indicated interest in the possibility that it may be used to achieve the benefits of synchronization.

The NBS release, announcing the demonstration, said the clock "is an atomic standard of frequency and time whose potential accuracy is unprecedented. It is better than the present standard, the rotating earth, in several significant ways," the announcement continued.

"It is important both in science, as a tool and method, and in practical application," NBS said. The reference to more radio and television stations was made as an example of the clock's commercial value which was described as "very high."

While declining to give details on the principle of the clock, a Bureau spokesman explained the term "atomic" refers to "vibrations of the atoms in a molecule" of a material used in the clock. It does not mean the clock is operated by the type of atomic energy released when uranium atoms are split, he asserted.

NANCY GREY, who conducts *What's New* on WTMJ Milwaukee, has been named an honorary member of Delta Kappa Gamma, national education honor society.

CBS TV CLINIC

Storer to Tell Experiences

DEPARTMENTAL costs, video shortcuts developed and paths to decreasing initial TV losses will be outlined by George B. Storer, president of The Fort Industry Co., Detroit, in his opening morning address to the three-day CBS Television Clinic scheduled for New York on Friday, Saturday and Sunday, Jan. 21-23.

"Television — Where Does the Station Operator Get Off?" is Mr. Storer's topic. In an effort to help fellow broadcasters bypass some of the pitfalls encountered by The Fort Industry Co., he proposes to give the more than 250 CBS radio and television executives expected at the clinic a complete breakdown of his company's experiences in the relatively small Toledo market, where it owns and operates WSPD-TV.

Other Fort Industry o&o stations are WJBK-TV Detroit, WAGA-TV Atlanta, WWVA Wheeling, WAGA Atlanta, WGBS Miami and WMMN Fairmont, W. Va., all CBS TV or AM affiliates.

Theme of the three-day conclave, to be held at the Waldorf-Astoria Hotel, is "Television Is a Going Business as 1949 Begins."

Talks and panels at the clinic, to be participated in by leading video officials, are expected to be frank and concrete, according to J. L. Van Volkenburg, CBS vice president and director of television operations.

NY AUDIENCES

Hooper Shows TV Advance

SHARP ADVANCES in New York's television audiences were reflected in the advance daytime Hooperatings, released to New York City stations last week by C. E. Hooper Inc. Reports are based on random sample including both radio and television homes.

WABD New York ranks seventh for the afternoon period among the 13 combined AM and TV stations reported on, and hits a high in the North Jersey sample of over 5% of the entire afternoon listening and looking audience.

Individual hours show even higher percentages for TV. WNBT New York hit a 7.4 share for the 5-6 p.m. period, during which it ranks sixth in share of audience among all 13 reported stations. This share is achieved in the overall Hooper sample despite a video set ownership currently in 400,000 homes as compared with four million total homes in the area within a 50 mile radius of Grand Central Terminal.

Set ownership estimates on TV are based on Hooper surveys; the home estimate is computed from BMB county-by-county "total family" estimates.

CHEESE CAKE

Nobody seems to know just why newspapers call pictures of pretty girls "cheese cake." But everybody knows why they print them so frequently. Such pictures have a sure-fire, ready-made audience.

It's for this same reason that more and more radio time buyers are using W-I-T-H in Baltimore, the nation's sixth largest market. They get a BIG audience from this BIG independent radio station.

Moreover, they get this BIG audience at very LOW cost. Yes, it's a fact that station W-I-T-H delivers more listeners-per-dollar spent than any other station in town. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

Get in on these low-cost sales. Call in your Headley-Reed man and learn the full W-I-T-H story today.

W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

TV FUND PLAN

Suggested for Set Firms

PLAN for a proposed "Television Guild," designed for manufacturers who would operate on a cooperative basis with a pooled advertising fund and an identifying trademark, has been offered to the Television Broadcasters Assn. with a view toward providing "more and better programs." The plan was suggested by L. O. Fitzgibbons, commercial manager, WOC Davenport, Iowa, in a letter Dec. 23 to J. R. Poppele, TBA president.

Under Mr. Fitzgibbons' plan, guild members would agree to allot 3% of their retail sales to the pool for purchase of TV time and programs. Next, they would charge the set buyer another 3%. Mr. Fitzgibbons said that, with a projected 2 million sets slated for manufacture this year at an average retail price of $400, the fund would accrue a total of $48 million, or $480,000 for each video station expected to be on the air by mid-year.

Mr. Fitzgibbons contended that this assured income would prompt stations to step up their programming, both in quantity and quality, and that secondly, it would stimulate sale of receivers. A third advantage, he believes, would be that many programs would be scheduled in daytime hours, thus giving set dealers more demonstration opportunities. Buyers of guild-stamped sets would receive their 3% worth "many times over" in guild-proclaimed programs, Mr. Fitzgibbons feels.

No reaction was forthcoming from TBA.

PENFIELD NAMED

Detroit TV Forum Head

PAUL L. PENFIELD, Detroit Edison advertising manager, has been named president of the Detroit Television Round Table for 1949. The organization is an open forum of more than 150 people interested in furthering the development of television. Mr. Penfield succeeds Henry J. Houston, J. Walter Thompson, who will serve on the board during the next year.

Mr. Penfield

Other officers elected are: Lee Wailes, Fort Industry (WJBK Detroit), vice president; James Millar, Hearst Advertising Service, secretary, and William Nagy, Philco Distributors Inc., treasurer. Directors for the new term are: Harry Cushing, D. P. Brothers Co.; Tom Diggles, General Electric Supply; Walker Graham, Grant Adv.; William Hendricks, WXYZ-ABC Detroit; William Saunders, Detroit Edison, and W. E. Walbridge, WWJ-TV Detroit.

WARM WESTERN welcome is extended at Tucson airport to key executive personnel enroute to CBS 9th District affiliates meeting in Hollywood Dec. 13 and 14. (Top photo): Lee Little, KTUC general manager, takes coats. Facing camera (l to r) are John J. Karol, sales manager; H. V. Akerberg, vice president in charge of station relations; Glenn Snyder, Prairie Farmer radio properties (WLS, KTUC, latter a CBS affiliate); Joseph H. Ream, CBS executive vice president. Facing Mr. Little is William Lodge, vice president in charge of general engineering. Middle photo: Mr. Akerberg is greeted by Tucson's Mayor Houston (r) as he tries on chef's hat for size. Bottom photo: Off to El Conquistador Hotel by means of Arizona Helicopter Service, Mr. Ream bids Mr. Little laughing adieu.

VIDEO LAW

'Fortune' Article Covers

"IS THE air open range, or can telecasters control pickups of their programs?" This subject is covered by David M. Solinger, an attorney specializing in the law of advertising, radio and television, in the January issue of *Fortune*.

"If the industry can substantiate the claim that it has a property right in a television broadcast, the courts will grant injunctions against an unauthorized use." Establishment of this property right is possible through the use of copyright material, Mr. Solinger points out, and also "if a television broadcaster can establish that his program contains original literary material, he will have the same property rights of the owner of a statutory copyright."

DETROIT BAN

Video in Housing Hit

BAN on television sets in Detroit's low-income public housing projects was disclosed last Tuesday (Dec. 28) by the city's Housing Commission. James H. Inglis, Housing Commission director, said all requests for permission to install television sets in the project houses had been refused.

In answer to an inquiry from the the New Orleans Housing Authority as to Detroit's policy, the Detroit Commission said it felt the tenants could better "save their money toward down payments on their own homes."

'TELE-ZOOM'

Push-Button Enlarges TV

A PUSH-BUTTON device which permits enlarging of the image on a home television set one and one-half times was unveiled last Monday (Dec. 27) at a special showing in New York by Garod Electronics Corp.

Set dealers as well as writers attended the first showing, held at the Cocoanut Grove, Park Central Hotel.

Leonard Ashbach, president of Garod, called the new development "Tele-Zoom" and described it as an achievement of Barnet Trott, the Company's chief engineer. A patented electronic circuit development permits, by push-button control, blowing up of the conventional rectangular image to an enlarged circular picture the size of the entire image area provided by the cathode ray tube.

The change can be made at will by the set owner himself with the aid of a remote control switch, which is attached to a cord 15 feet long. Change back can also be made by pressing the button.

To permit this instantaneous change, new Garod sets are being manufactured without the conventional rectangular mask found in other sets. Prices of the 1949 Garod sets, which will have the new device will remain unchanged from 1948, ranging from $385 to $1,195. Deliveries are expected to start Jan. 15, according to Louis Silver, Garod general manager.

CBS TV

Three More Become Affiliates

TOTAL number of CBS television affiliates rose to 24 last Monday with the signing of three more stations to the network's string, according to an announcement by Herbert V. Akerberg, CBS vice president in charge of station relations.

Newly signed on were: WBNT Columbus, Ohio, as a full primary television affiliate; WAVE-TV Louisville and KSD-TV St. Louis.

PHILA. TAX

5% Gross on TV-Taprooms

PHILADELPHIA Receiver of Taxes W. Frank Marshall said the city would start collecting a 5% gross receipts tax from 2,000 television equipped taprooms in the new year. The levy is expected to yield about $1 million.

The city moved into position to exact this tax when the State Liquor Control Board cleared the way recently with a decision requiring bars to have amusement permits for featuring television broadcasts.

"Apparently Mr. Marshall's hand was forced by the state's action," said Emmett McGinn, executive secretary of the Philadelphia Retail Liquor Dealers Assn. "We had been promised an opportunity to plead our case to City Council before the tax would go into effect."

Mr. McGinn said his association will ask the Council to exempt the taprooms from the tax when it meets Jan. 15. This exemption will be asked by the association in an amendment to the amusement tax ordinance it is preparing for presentation to the Council's finance committee.

KSD-TV, WTMJ-TV RATES

Actually Reduced—Sutton

RATE increases of WTMJ-TV Milwaukee and KSD-TV St. Louis from $250 to $300 per nighttime hour, effective Jan. 1, actually represent reduced circulation costs when compared with last spring when the former rates became effective, Daniel V. Sutton, sales manager of CBS-TV, wrote advertisers and agencies last week.

"In Milwaukee," he wrote, "this 20% rate increase compares with a 549% increase in set ownership since the $250 rate was established in April 1948. From 2,050 sets then, the figure will have jumped to 13,300 by Jan. 1, according to current estimates. It represents a circulation rate reduction of 82% —from $125 to $23.08 per thousand.

"And in St. Louis, television families have grown from 6,200 in May 1948, when the previous rate was set, to an estimated 18,000 by Jan. 1, 1949—an increase of 190%. Resultant drop in circulation rate: 60%, from $41.67 to $16.67 per thousand families."

CBS advertisers, Mr. Sutton said, using either of these stations as of Jan. 1, will be protected at the old rate for programs continued without interruption until July 1.

NBC has asked the Philadelphia Board of Education to assist in planning a series of educational television programs for network presentation early in 1949. Programs will cover a wide range of subjects, including geography, history, government, finance, literature and music.

THE TALKING PEOPLE

Willson Brain Children Are Successful

By ANN AUGUST

"HEH HEH, ha ha, ho ho, uh huh!"—No, not a strengthening exercise for the vocal cords. Just part of the regular repertoire of a unique group of radio commercial renderers, The Talking People.

Brain children of Meredith Willson, composer and orchestra leader, this group of five who talk as one are currently doing commercials with him on three General Foods Corp. programs for Jello. They appear in the flesh on ABC *Meredith Willson Show*; are piped into NBC *Aldrich Family* and record their commercial for CBS "mr. ace & JANE."

Idea for such a group came to Mr. Willson when he was with Armed Forces Radio Service as musical director during the war. Since no commercials could be broadcast overseas, he was faced with the problem of filling in empty spots left by commercials in the programs.

This gave him the idea of a commercial that would not only give a message but be entertaining as well. And in seeking something "different" in radio commercials, he hit on the thought of a group chanting the same words in unison.

Same Five

It wasn't until four years later, in 1946, however, that the Talking People became a reality, with their debut on CBS Canada Dry-sponsored *Sparkle Time* with their creator. And the original five people, John Rarig, Betty Allan, Bob Hanlon, Norma Zimmer and Maxwell Smith, are still talking.

All of the group are singers, a prerequisite for their current chore.

The quintet is conducted by Mr. Willson in the same manner as an orchestra. (Only it's harder, says he). All the lines, including those for his own speaking, are written and rehearsed by him. Dialogue consists of quick humorous repartee between him and his Talking People involving the sponsor's product, Jello. (Agency: Young & Rubicam.)

In their early lisping days he wrote musical accompaniment for their words, but as they grew to know the rhythm and timing, he had only to write the words in script form. By now they laugh, cry, splutter and gasp as one.

Rehearsal time has decreased from five to six hours when they first started on the three programs in October of this year, to approximately an hour and a half weekly now. In this time they rehearse their two and one-half minute appearance on *Meredith Willson Show*; their one minute and ten seconds each on the other two shows.

Fan Mail

And, in these days, when the radio-listening public merely tolerates listening to the products that beset it, this happy group of commercial choristers receive fan mail. Approximately 50 to 60 letters find their way to them every week. Some of the writers have accused Mr. Willson of using a Sonovox, not believing there were really five voices.

They'll soon be able to prove their multiple existence, however, when they face the public across a television screen, and that, according to Mr. Willson, is their next step.

Talking People are (l to r) Betty Allan, Norma Zimmer, Maxwell Smith, Bob Hanlon and John Rarig. Meredith Willson (r) directs.

Forever Lost

LOST—three minutes and forty-five seconds of "Class A" time. Why? A gentleman under the influence of "John Barleycorn" broke into the basement of WRVA Richmond's transmitter and pulled the main power switch according to the station.

The Patroon* of the week

TED KELLY

Chief Time Buyer, Cecil & Presbrey, Inc.

Another ex-sergeant joins the H.O.P. Ted, who buys time for such nationally known accounts as Ronson Lighters, El Praco Cigars, Philip Morris, Block Drug Co., etc., was today presented by the William G. Rambeau rep with a certificate of membership in the Honorary Order of Patroons and the deed to a tract of land in the heart of Patroon country.

*PATROON — Aristocratic Landholder of the Hudson Valley

The FACT of the week

You'll be able to figure it out for yourself when you look at the 10KW power, the coverage and the rates. You reach more people, more often and at less cost per person with WPTR.

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING CO., ALBANY, N. Y. • • • *Represented by RAMBEAU*

GM VIDEO

Spot Campaign Planned

TO PROMOTE the new 1949 Chevrolet car and the automobile show at which it will be presented in New York, both the Chevrolet dealers of New York, and General Motors are supporting a spot announcement television campaign.

Effective Jan. 10-17, the dealers will sponsor the spots and from the 17th to the 20th the central office of Chevrolet will underwrite the spots, promoting the new car.

On Jan. 17 to 26 the spots will plug the automobile show for General Motors. The entire campaign will be carried on the following New York video stations: WCBS-TV WNBT WABD-DuMont WPIX WJZ-TV.

The Chevrolet dealers of New York will also sponsor starting Feb. 7 the Golden Gloves Boxing tournament, semi-finals and finals on WPIX.

COMPTON AGENCY

Names Morgan to TV Post

ORGANIZATION of a television division of Compton Advertising, New York, has been announced. Brewster Morgan has been named manager of the video division of the radio and television program department, headed by Lewis Titterton. Mr. Morgan has been with the agency since 1945.

Mr. Morgan.

Television commercials will be prepared by the radio and television copy department, directed by Muriel Haynes.

Compton is now producing the video show *I'd Like to See*, for Procter and Gamble, Cincinnati.

NBC farm quiz show, *RFD America*, returned to the air Jan. 1 (12:30 p.m. CST, once-a-week) with Ed Bottcher as commentator. "The Farm Champion of the Year" will be chosen on the Jan. 22 broadcast.

Upcoming

Jan. 10: ABC Southcentral and Southeastern Districts Affiliates meeting, International House, New Orleans.
Jan. 10: Chicago Advertising Executives Club dinner, Electric Club, Chicago.
Jan. 10-11: NAB Engineering Executive Committee, NAB Hdqrs., Washington.
Jan. 11: Opening of East-Midwest Television Network.
Jan. 11: BMB Executive Committee meeting, BMB Hdqrs., New York.
Jan. 15: All-Radio Presentation Committee, New York.
Jan. 17: Multiple Ownership, oral argument, FCC Hdqrs., Washington.
Jan. 21-23: CBS Television Clinic, Waldorf-Astoria Hotel, New York.
Jan. 24: Wander Co. Hearing before FTC continued, Washington.
Jan. 25: Academy of Television Arts and Sciences annual award banquet and seminar, Athletic Club, Hollywood.
Jan. 27: ABC Southwestern, Middle and Central States Districts Affiliates meeting, Ambassador East Hotel, Chicago.

CANADIAN TV

Set Makers in Production

WHILE no Canadian TV stations are expected to be in operation before 1950, radio manufacturers in Canada are going ahead with mass production of TV receivers to enable viewers in southern Ontario at least to see TV broadcasts from American border stations such as Buffalo, Cleveland, and Detroit.

Canadian General Electric was first on the market with a console receiver which sells for about $750. RCA Victor, Canadian Marconi, Canadian Westinghouse and Admiral will have sets available early in the new year.

Brand & Millen, Toronto, working closely with the Garod Co. in the U. S., will bring out a combination AM, FM and TV set early in the year. Rogers Majestic, Toronto, owned by the North American Phillips interests, is to have a set out in the summer, and as company represents Hallicrafter and other American companies this may be a Canadian version of an American set also.

Philco does not plan to go into big production until CBC decision on Canadian TV is made, but will have some sets available in Ontario. Stromberg-Carlson and Addison Industries expect sets in some quantities by mid-1949.

AGE & BEAUTY

Woman Sees Her Art on TV

WHEN 88-year old Grandma Moses was unable to witness in person a display of her best paintings at St. Etienne galleries in New York, the "mountain" literally came to Mrs. Moses in her Eagle Bridge upstate home 175 miles away by means of television. And a broadcast line, connecting her home with NBC's New York studios, made possible her instantaneous replies to critics as she sat by her own fireside among relatives and neighbors.

The unusual telecast, which was carried over NBC's eastern leg Dec. 18, was arranged by General Electric in cooperation with the TV network. Because microwave relay between the company's station, WRGB Schenectady, with New York operates in only one direction, an actual telecast from her home was impossible. So motion pictures were taken previously and shipped to NBC studios to be integrated in the program there.

General Electric installed a receiver when it learned the nationally-known creator of some 1,300 paintings would be unable to attend. She saw and heard the program on WRGB.

Those participating on the New York end of the telecast included magazine and publishing company executives and newspaper art critics.

MUZAK

Sees No Video Threat

TELEVISION is no longer a competitive factor in selling wired music to restaurants, bars and taprooms, according to C. H. Pfenniger, vice president in charge of national sales of Muzak Corp.'s wired music division.

Mr. Pfenniger so told a two-day sales clinic of Muzak franchisers and their sales staffs held at its New York office, Tuesday and Wednesday. He indicated that restaurants and bars have begun to realize that sales decreased in their places of business as the result of television, whereas wired music properly programmed stimulated rather than interfered with sales.

The meeting was attended by franchisers from Albany, Baltimore, Boston, Bridgeport, Buffalo, Hartford, Norfolk, Philadelphia, Pittsburgh, Rochester, Syracuse, Washington, D. C., Montreal and Toronto. A magnetic wire recording was made of the proceedings for presentation at later date before other regional groups across the country.

JACK CARSON's program (CBS, Fridays, 7 to 7:30 p.m. CST) will be aired from Chicago's Eighth St. Theatre Jan. 7 and 14 while the comedian appears in person at a local motion picture theatre.

Grandma Moses and Vernon Cook, (seated) WRGB and WGY announcer, await NBC telecast with friends and neighbors.

AGVA VIDEO FEE

Union Denies Rumor of $25

REPORTS that AGVA was setting a $25 minimum fee for its members' television appearances were denied Wednesday by Dewey Barton, national director of the union.

He said that AGVA, in order to aid "an infant industry," had not as yet set up any rigid rules on minimums and that, in fact, many AGVA actors had even appeared on television without pay. Where pay was to be forthcoming, he said, the union usually considered a week's pay to be proper compensation for a TV appearance.

"Our viewpoint is," he said, "that if a performer were worth only $25 for an appearance he wouldn't be worth appearing on television at all."

CLASSICS SERIES

Lucky Strike to Sponsor

HALF-HOUR series of great classics dramatizations, *Your Show Time*, sponsored by American Tobacco Co., New York (Lucky Strike cigarettes), is to premiere Friday, Jan. 21, 9:30-10 p.m. on the NBC television network.

Debut program, featuring De-Maupassant's tale of deprivation and frustration, "The Necklace," will be viewed at a film forum meeting of the American Television Society, New York, with Emerson Yorke presiding. Don McClure, television director for N. W. Ayer & Son, New York, agency for Lucky Strikes, will present the video film feature.

Your Show Time is produced and packaged by Marshall Grant-Realm Productions, Hollywood.

WMCA New York program, *Report From Israel*, Monday-Friday 7:05-7:15 p.m., with commentary from the new State of Isreal by Arthur D. Holzman, is to be sponsored by the Zionist Organization of America effective today, Jan. 3. Program is carried by shortwave from the new state, and was placed direct.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

802's ELECTION

Losers Plan Court Plea

THE DEFEATED faction in the recent elections in the New York Local 802 of the American Federation of Musicians plans to take its election protests to the courts, according to Lee Grant, campaign manager for the losing side.

He made that statement after it became known that the Honest Ballot Assn., which conducted the election, decided against his group, the Unity-Coalition Party, after a hearing last Monday. The Unity group protested the election on the ground that the Blue Ticket, made up of incumbents, won the election through the use of "demonstrably defective" voting machines.

After the hearing, Honest Ballot Assn. ruled that "the mechanical failures which existed could not reasonably have affected the results of the election" and that voiding the ballots on the defective machines would not change the outcome of the vote.

Basis for a court test, said Mr. Grant, would be the argument that 802 rules require that elections be held according to its laws or be declared null and void. The protested election, it will be argued, was not held in accordance with the Local's laws because ballots were counted for executive board members where less than nine members of the board were voted for, which, the Unity Party contends, makes those votes and the election null and void.

AFRA SAYS NO

To Recorded Repeats

AFRA, after a poll of radio actors, including top stars, has refused to permit CBS and NBC to use recorded repeats of top programs during the summer and at other times on the basis of a reduced payment plan to talent for rebroadcast rights.

George Heller, AFRA executive secretary, said that actors queried on the plan felt the broadcasting of repeat programs "would be of dubious value both to the industry and the performers."

It is well known, however, that the main stumbling block to AFRA acceptance was the fact payments to actors for rebroadcasts would be but a fraction of their original fees. A further stickler for the union was the fear that airing of such programs as summer replacements would create a big unemployment problem.

PENDING the move to a new building located at 12 East 53d St., which it purchased, Maxon Inc., New York, will move from its present quarters at 570 Lexington to temporary quarters at 25 Broad St. The move to permanent quarters in their own building will be made several months hence.

KSTP St. Paul-Minneapolis staffers dressed appropriately for station's coverage of New Year's Day bowl games at opposite ends of North America. Bill Ingram (l), announcer, and Walt Raschick (center), news editor, were in Fairbanks, Alaska, to broadcast Ice Bowl game featuring U. of Alaska and Air Force base teams. Jack Horner (r), station's sports director, was in Tampa, Fla., to give play-by-play on Cigar Bowl game (St. Thomas vs. Missouri Valley). A feature of the broadcasts was a two-way conversation between Mr. Horner and Mr. Ingram. Films were made of Alaska game for presentation on KSTP-TV.

BOWL FILMS

Are Shown on CBS TV

FILMED highlights of the New Year's Day classic football games were to be shown in a special half-hour film on the CBS television network, Sunday, Jan. 2, 10:15-10:45 p.m. (EST). Through special arrangements with the Gillette Safety Razor Co., Boston, sponsors of the CBS coverage of the Orange and Rose Bowl games and of the West Coast telecast of the Rose Bowl contest, the films were to be shown over CBS TV stations on the East Coast.

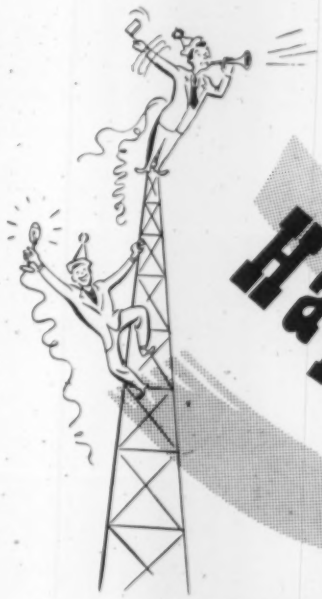
Since the Rose Bowl game was to end at approximately 7:30 p.m. (EST), a helicopter was to transport the film from the bowl to the Burbank, Calif., airport for transport to New York in time for yesterday's showing.

The filmed highlights of the games will also be shown today (Monday) on CBS television stations in Chicago, Cleveland, Detroit, Toledo, Milwaukee, St. Louis, Atlanta, Houston and Richmond.

Orange Bowl TV

MIAMI'S Bayfront auditorium, seating 2,000, was expected to be sold out for the first telecast of a New Year's Day Orange Bowl game last Saturday. WGBS Miami sponsored the telecast, which was handled by a special RCA crew. A microwave link was used in the transmission, which ordinary TV receivers were unable to pick up because of the ultra high frequency. Supplemental equipment, including a remote control truck, was taken to Miami from WAGA-TV Atlanta. The Bayfront auditorium audience saw the game, featuring the U. of Texas and the U. of Georgia, on a movie-size screen.

We are giving our listeners a



Powerful Happy New Year...

WITH THE INSTALLATION OF A NEW 5000 WATT RCA TRANSMITTER!

20 Years Service · 1929-1949 ·

WTOC CBS

Savannah's No. 1 Station

PLUS WTOC-FM

Represented by **THE KATZ AGENCY, INC.**

HERE IS THE LATEST WCKY STORY

THE HIGHEST RATED LOCAL SHOW IN CINCINNATI

THE WCKY DAILY HIT PARADE

Nelson King, M. C.

6:15 - 7:00 PM

Monday - Sunday

RATINGS AS HIGH AS 7.9*

The Daily Hit Parade has an average rating of 7.1 for the 21 quarter-hours it is on the air each week.

(- Pulse, Sept - Oct 1948)*

INVEST YOUR AD DOLLAR WCKY'S-LY

THE DAILY HIT PARADE GIVES YOU RATINGS HIGHER THAN NETWORKS*

In Cincinnati, the Daily Hit Parade gives you higher ratings than such network shows as The Lone Ranger, The Contented Hour, Lowell Thomas, Three Star Extra, Gene Autry Show, Blondie, Curtain Time.

These top-flight advertisers are now using The Daily Hit Parade:

PROCTER & GAMBLE "DRENE"

CAMEL CIGARETTES

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COLLIER'S MAGAZINE

BULOVA WATCHES

4-WAY COLD TABLETS

BRUCKMAN BREWING CO.

Call collect Tom Welstead in New York, Eldorado 5-1127, or Charles "Top" Topmiller in Cincinnati, Cherry 6565, for further details.

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

XUM

Editorial

Man for the Job

REPORTS are current that Garrison Norton will resign as assistant secretary of State for Transportation and Communication. Mr. Norton's background is in the transportation field, rather than in communications.

We hope the President sees fit to appoint a man experienced in telecommunications, as well as in diplomacy, to this post, should the vacancy occur. It is the top policy slot in the diplomatic sphere pertaining to international communications. The last war underlined their importance to the world.

The administration would not have to undertake a very wide search to find a well qualified man. Now on the temporarily retired list is R. Henry Norweb, former ambassador-at-large, and an astute man at international conclaves. Mr. Norweb headed several delegations to international and inter-American conferences on radio and communications. He was named chairman of the American delegation to the International High Frequency Conference now under way in Mexico City, but was forced to return to his native Cleveland to undergo surgery because of a back ailment.

Mr. Norweb has all of the qualifications. If his health can stand it, we're confident that his appointment would win the approbation of all those in government, aviation and shipping circles who have worked with him, as well as that of the private users in communications. Moreover, it would be the promotion of a career diplomat with more than 30 years of experience.

Silence Isn't Always Golden

MANY TIMES during the last year you have read and heard that little catch-phrase: "Radio has been strangely silent." It was the concoction of Vic Ratner, the inspired CBS vice president, who used it as a means of awakening broadcasters out of their promotional lethargy, while the competitive media were making and tossing anti-radio bricks.

Now—and none too soon—the catch-phrase has evolved into a shooting script for a promotional film for radio. The All-Radio Presentation Committee, headed by Gordon Gray, vice president of WIP Philadelphia, hopes to have the film completed in time for the NAB convention in Chicago next April.

The film is not to be regarded as radio's one-shot rebuttal to the implemented projects of newspapers and magazines which were years in the making, and which represent several millions in promotional budget. It is, rather, a logical and *essential* first step. It is the visual story of radio *itself* to be exhibited by stations everywhere before advertisers, agencies, conventions, local business clubs, schools, churches and other gatherings.

The larger project, proposed by Murray Carpenter of WPOR Portland, contemplates a continuing effort on all fronts. It isn't a plan that can be developed and executed in a few weeks or months. It should receive the consideration of the next NAB convention.

It's a matter of taking first things first. Every broadcaster owes it to himself and to his future economic security to get behind the All-Industry Presentation. The Gray-Ratner committee needs more than dollars. It needs the rousing support of radio, and the local follow-through, once the production is done.

$how Busine$$

TURN OF the year saw the most significant moving day in many a radio moon.

In the trade, the disposition is to regard these changes as simple shifts in the program scenery, with the capital gains tax approach as the enticement. A more apt appraisal, in our view, is that it's the beginning of a radio revolution, with television in the foreground.

The shift in some top-rated programs may be only the beginning. There are signs of negotiations for switches in network affiliations. But these will develop after there's an opportunity to appraise the ratings of these old programs on different networks.

Whether there will be an "affiliation war" reminiscent of radio's earlier days isn't yet apparent. But the portents are there. And, it's evident, the accent will be on those stations which have TV or hold TV construction permits. Network affiliation contracts run for two years. Negotiations cannot be undertaken for renewal or for new affiliation more than six months in advance of expiration.

These activities fall within the sphere of free, competitive enterprise. Whether these capital gains deals are prudent, business-wise, or even allowable tax-wise, we don't know.

In all these weeks of raging controversy about these show shifts, there's one point we haven't yet heard raised. To whom does the radio artist owe his loyalty? He owes his place in the radio firmament to the opportunity offered by the networks and its affiliates who exhibit his talents to the people. Popularity—as measured by his rating—pegs his value to the sponsor who foots the overall bill. Programming is show business. Show business prides itself on a tradition of deep sentiment (i.e., the show's the thing). Then, to whom does the radio artist owe this loyalty? The network (and affiliates) which gave him the opportunity? The people who listened and thus produced the ratings? Or the sponsor who paid the bill?

Well, we guess, as almost always, it's the "take home pay" that counts.

Profiting From Losses

FCC HAS NOW undertaken an encroachment which, for an encroachment, is no less than just. We refer to the Commission's proposal to ask broadcasters to report expenses as well as revenues in their annual "preliminary" estimates [BROADCASTING, Dec. 27].

We have not yet heard any persuasive support for the theory that FCC has a right to intrude on business affairs at all. Our dubious nod of approval to this new tack should not be taken as a retreat from this position. So long as the Commission demands revenue information, expenses should be shown, too.

Despite its occasional declarations to the contrary, FCC too often and for too long has spread the notion that station ownership is synonymous with operation of a mint. Expenses figures are secured, of course, through the annual reports. But if we must also have "preliminary" reports, then they should not be based on revenues alone. Cost figures are necessary to complete the picture.

Broadcasters have until Jan. 17 to file comments on the expense proposal.

To our mind, it would not be sufficient to protest this phase without protesting the whole theory that the Commission has a right to call for any information of this sort.

Unless and until that can be done, it seems desirable for broadcasters to supply their expense estimates as suggested, but to do so with a clear reservation of their right to challenge FCC's authority to meddle in their business.

Our Respects To —

STUART LAWRENCE BAILEY

IF OLD-LINE conventions had dominated the Bailey family, Stuart Bailey might have docilely followed his father into the building business. Indeed, that was his first perceptible leaning. But instead he took the engineering road of field-intensity measurements, allocation problems, radar, and radio aids via the U. of Minnesota.

Last November Stuart Bailey was chosen to head the Institute of Radio Engineers' 22,000-member organization for 1949. He assumed his new responsibilities Jan. 1.

Mr. Bailey was born in Minneapolis, Oct. 7, 1905.

He received his B.S. in electrical engineering from the U. of Minnesota in 1927. A Master of Science degree followed from the same institution the next year.

Even during his undergraduate days, Mr. Bailey was active in engineering. He was a staff member of W9XI, the university's experimental station. While taking graduate work, he served as chief engineer of WLB, owned and operated by the U. of Minnesota.

A thesis there on radio field intensity measurements garnered for him a Master of Science degree—and portended years of accomplishment and industry service. It was also the beginning of a relationship with his eventual co-partner, C. M. Jansky Jr., of the Washington consulting radio engineering firm, Jansky & Bailey. And his professor of radio at the U. of Minnesota was none other than Mr. Jansky.

Sharing in the IRE honor is Mr. Jansky, himself a former IRE president and one of Mr. Bailey's most ardent supporters. Their respective IRE tenures come exactly 15 years apart—and they constitute a unique distinction for a radio consulting firm.

In the summer of 1928 he accepted a position as assistant radio engineer with the airways division of the U. S. Dept. of Commerce. That experience with Commerce proved enriching. Working on radio aids to marine and air navigation, Mr. Bailey initiated and supervised the early work of the Lighthouse Service in this field. In addition, he participated in the development of the visual radio range for use on airways of the United States.

Mr. Bailey went to Panama the following summer (1929) and while there installed two automatic marine radio beacons, one at the entrance to Cristobal Harbor, the other at Cape Mala, 120 miles south of Balboa.

In September 1930, Mr. Jansky contacted

(Continued on page 42)

TAKE THE GUESS OUT OF BUYING WITH WOV'S *5 Audited Audiences*

WOV CAN TELL YOU THE DIFFERENCE IN PEOPLE, TOO. Not from a crystal ball, but from sound, basic facts...known, proven, tested facts—Specific Market Information on each of 5 Audited Audiences.

Now you can know where listeners live and shop; what they earn, spend and buy; what they like and dislike. All this and other pertinent data on specific listening groups available on WOV'S 5 Audited Audiences.

We want you to have the knowledge of 5 Audited Audiences, each a different group of purchasers; each the result of a penetrating, accurate and continuing listener survey. Ask for the facts that will help you to "TAKE THE GUESS OUT OF BUYING."

WOV's Pantry Survey...new, accurate, informative...shows you where you and your competitors stand in the New York Market.

Ralph N. Weil, General Manager — The Bolling CO., National Representatives

★ WAKE UP NEW YORK *with Max Cole*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Williams*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *More than the combined population of Baltimore and Washington.*

WOV
NEW YORK

Respects

(Continued from page 40)

his former pupil, and together they formed Jansky & Bailey.

In the consulting field Mr. Bailey's activities have embraced both general allocation problems and specific engineering guidance for broadcasting stations and commercial operating companies. He supervise all laboratory functions of the firm, including the development of field-intensity measuring equipment and other devices used in evaluating radio station effectiveness.

Mr. Bailey has been actively responsible for the station coverage system on physical field strength which was to win approval of the American Assn. of Advertising Agencies and eventual use in FCC's standards of Good Engineering Practice. Mr. Bailey feels that the growing stress on attempts to evaluate station listenability is inevitable, notwithstanding an equally heavy emphasis on popularity of programs.

The new IRE president's earlier experiences and development work on radio aids to navigation were to afford an excellent background for the firm's operational studies and report to the Lake Carriers' Assn. on radar's application to Great Lakes navigation.

This project was a cooperative one by steamship operators and radar manufacturers resulting in minimum specifications for radar for use on the Great Lakes.

War Activities

During the war, when Jansky & Bailey received government contracts, Mr. Bailey aided in the determination of vulnerability of certain United States and enemy captured equipment to jamming and he helped to develop methods of reducing vulnerability.

In June 1947 Mr. Bailey received a citation from the Secretaries of War and Navy for his contribution to the Office of Scientific Research and Development.

Mr. Bailey was also active in the development and construction experimental FM station, W3XO, which the consulting firm maintained until 1945 when it sold out to WINX Broadcasting Co.

The 1949 president has been connected with the IRE since 1928 when he became an associate member. He was made a member in 1936, senior member in 1943 and promoted to the grade of fellow the same year. Long active within IRE circles, Stuart Bailey contributed most of his efforts and engineering know-how along wave propagation lines. For 11 years—from 1937 to 1948—he was a member of the IRE wave propagation committee. From 1943 to 1944 he was a member also of the admissions committee.

In 1943 and '44 Mr. Bailey was a member of the Institute's board of directors, and was elected to the board for a three-year term beginning in 1945. In 1945 and 1946 he served on the executive committee, and last year held the treasurer's post.

Mr. Bailey is married to the former Carol Sue Linkenhelt. They were married in Washington in 1935. His hobbies are photography (taking, not developing pictures) and he also dabbles with sound reproduction, in which he doubtless has more than an amateur's interest.

MEMBERS of the Washington Chapter of the Assn. of Women Broadcasters who visited the Blue Plains Home for the Aged with Christmas gift boxes from the Association include (l to r): Harriet Sabine, Can Mfgrs. Institute; Ruth Crane, WMAL-ABC; Maryan McClain, WCFM; Pat Griffith, NAB; Nancy Osgood, WRC-NBC; and Hazel Markel, WTOP-CBS. Gifts included books, articles of clothing, and several reconditioned radios, rebuilt by studio engineers at D. C. stations.

BAILEY

Leaves FMA for Own Practice

J. N. (BILL) BAILEY, who retires Jan. 31 as executive director of FM Assn., announced last week he plans to enter the radio consulting business, specializing in FM, television and facsimile. Mr. Bailey's two-year FMA contract ends Jan. 31. He will take a vacation in January, his first since assuming the post, and will open the new business after Feb. 1.

Mr. Bailey had informed the FMA board some weeks ago he would not be available after the contract expired. In a letter to board members last week he confirmed the verbal resignation and announced that Mrs. Joan Platt Richardson, director of publicity, and Reba Orr, secretary, also were resigning.

Mr. Bailey is a former associate editor of BROADCASTING and prior to that had been in newspaper, radio and public relations work. During the war he was chief of the radio news section, Radio Branch, War Dept. Bureau of Public Relations. In announcing his resignation Mr. Bailey said FM's chief aim in the next five years should be new-type programming. He said FM and TV will go hand-in-hand, with TV providing the visual programs and FM the aural. He also predicted that facsimile will come into its own as the third new radio service.

LOW-BAND FM

Dropped by 11 Stations

EIGHT commercial FM outlets, one experimental station and two noncommercial educational FM stations were slated to cease operations Dec. 31 on the old "low" FM band, according to FCC. Authority for dual operation on both the present "high" FM band (88-108 mc) and old "low" band (44-50 mc) expired on that date.

After reallocating FM several years ago the Commission allowed continued use of the low band channels for the limited period to provide sufficient time for listeners to convert receivers or get use out of old low-band only sets. During the past year efforts were made by FM Assn. and others to secure continued use of 44-50 mc channels for purpose of FM networking [BROADCASTING, May 10, June 19, 1948].

The commercial FM stations which dropped low-band transmission included: WTIC-FM and WDRC-FM Hartford, Conn.; WGTR Boston; WWJ-FM Detroit; WQXR-FM and WABF New York; WELD Columbus, Ohio, and WEFM Chicago. All continue on the high band. W2XMN, experimental outlet of FM's inventor, Dr. Edwin H. Armstrong, located at Alpine, N. J., ceased functioning and has become W2XEA on the high band. Educational stations ceasing low band transmissions were WBEZ Chicago and WBOE Cleveland.

Indiana FM Grant

NEW CLASS A FM station was granted by FCC last week to Northern Indiana Broadcasters Inc., Michigan City, Ind., and licensee of AM station WIMS there. Facilities authorized under the FM construction permit were Channel 228 (93.5 mc), ERP of 1 kw.

TRANSFER BIDS

Seven AM, Two FM Asked

TRANSFER and assignment applications involving seven AM and two FM stations were filed with FCC last week for approval.

Sales prices total approximately $185,000.

The applications:

KAFY Bakersfield, Calif.—Transfer 250 shares (16⅔%) common stock each by George Crome and R. F. Harlow, co-owners, to Sheldon Anderson, general manager, and his father, Hermand Anderson, vice president. Each of four becomes 25% owner. KAFY is assigned 250 w fulltime on 1490 kc.

KOKO La Junta and KSFT Trinidad, Col.—Transfer of control of licensee corporations, The Southwest Broadcasting Co. and Trinidad Broadcasting Corp., respectively, from large group of stockholders to Ellis P. Lupton. Mr. Lupton holds 25% interest in KSFT and also has gold and lead mining interests. He acquires 63% interest in KOKO and an additional 32.4% interest in KSFT for total consideration of $55,750, less amount equal to indebtedness of both outlets. KOKO reported deficit on Aug. 31, 1948, of almost $17,000 and KSFT on July 31, 1948, of $30,300. Stockholders selling holding in either station, or both, include following: S. W. Azar, A. G. Mason, E. O. Schoembs, B. C. Buison, P. O. Mickelson, D. R. Kennedy, B. H. Shattuck, Ernest Myers, John Myers, James Couey, H. W. Hinkel, J. G. Wheeler, A. V. Berg, Gertrude N. Van Sickle, Lloyd Wilson, Donald B. McCaig, R. F. Jones, L. R. Sanders, Joseph Castor and Paul E. Whiteside. KOKO is assigned 250 w fulltime on 1400 kc and KSFT 1 kw day, 500 w night on 1280 kc.

WCMW WCMW-FM Canton, Ohio—Transfer of control of Stark Broadcasting Corp., licensee of WCMW and permittee of WCMW-FM, from 5 of 10 stockholders to S. L. Huffman and K. B. Cope for $33,600. Mr. Huffman with his wife owns Huffman & Co., local advertising agency, and Mr. Cope is local attorney. Sellers are E. A. Mahoney, James L. Amerman and M. R. Schneider, 20.2% each; Arnold Gebhart, 11.8%, and Royal G. Lister, 8.4%. WCMW is assigned 1 kw day on 1060 kc.

WMMT Ownership

WMMT McMinnville, Tenn.—Acquisition of control of McMinnville Broadcasting Co. Inc., licensee, by Sam J. Albritton, 20% owner, who purchases 20% holding of Oliver M. Albritton for $6,000 and 20% holding of Claude W. Haston for $10,000. WMMT is assigned 250 w fulltime on 1230 kc.

WLBG Laurens, S. C.—Transfer of 1,450 of 2,950 shares held in WLBG Inc., licensee, by J. C. Todd to his brother, John Wells Todd. J. W. Todd wishes to join station and devote full time to operation. Stock is $10 par. WLBG is assigned 250 w day on 860 kc.

KODI Cody, Wyo.—Transfer of control of Absaroka Broadcasting Co., licensee, William J. and Dorothy R. Garlow, now 50% owners. Elizabeth L. Moran, 5% owner, and Breck Moran, 45% owner, sell 94 of their 95 shares to the Garlows for $15,000. Mr. Garlow increases his interest from 45 to 50% and Mrs. Garlow from 5% to 49.47%. KODI is assigned 250 w fulltime on 1400 kc.

KBUK (FM) Dallas, Tex.—Assignment of permit from Buckner Orphans Home to parent organization, Baptist General Convention of Texas. Transfer is a gift. Buckner Orphans Home is headed by Hal F. Buckner. Baptist group is promoting group of eight FM outlets with Hardin-Baylor College's KMHB (FM) already on the air. Group of low powered FM outlets also are planned [BROADCASTING, Dec. 13, 1948].

SEVEN staffers at WHBF Rock Island, Ill., received wrist watches at Christmas for their membership in the 10-to-20 year service club. Les Johnson, station manager, honored Robert J. Sinnett, Jerry Keefe and Jim Booth, engineers; Maurice Corken, sales manager; Ted Arnold, local sales manager; Forest Cooke, program director, and Fran Kennedy, news editor.

BMB on Carpet

(Continued from page 24)

failed to conform to engineering checks of coverage but revamped the figures after sufficient pressure was brought to force a careful re-check.

The 1946 BMB data were poor in the first place and are useless now, it is charged, with few agencies giving them serious recognition. Use of once-a-week listening as a criterion is said to have enabled stations to claim audiences in vast areas where they actually have few or no regular listeners. This in turn is credited with inducing agencies and advertisers to buy fewer stations than they need to reach desired audiences, leading to a diversion of millions of dollars into other media.

One of the weak spots in the whole BMB structure is declared to be its inability to exercise more control over the way its reports are used by stations. The reports are manipulated to give greatly exaggerated pictures of station coverage, it is charged, with BMB apparently powerless or reluctant to police utilization of the figures.

BMB Formula Assailed

Heated charges are made against BMB's use of the once-a-week listening formula in the 1946 coverage data. BMB's 1949 ballot, as now planned, asks listeners if they listen once or twice weekly, three to five times, and six or seven times a week. Moreover, 650,000 ballots will be mailed as against 500,000 in the first survey.

BMB critics are still seething over the battery of agency executives thrown at them by Hugh Feltis, BMB president, during the summer-fall NAB district meetings. They charge that other and more subtle pressures are applied, with BMB using NAB membership as a weapon to induce subscribing.

Complaint was heard in several sources last week about a letter sent stations by Joseph M. Allen, vice president in charge of advertising, Bristol-Myers Co., New York, urging them to sign now. Mr. Allen is a member of the BMB board and executive committee, serving as one of the seven advertising representatives named by Assn. of National Advertisers.

Mr. Allen told BROADCASTING that while he had not yet received any response to the letters, which were mailed last Monday, he hoped they succeeded in "starting a fire under some of these holdouts."

He said letters went to some 50 stations in two slightly different versions, one for stations that subscribed to the first BMB nationwide study in 1946 but still not enrolled for the 1949 project, and the other for stations which have not subscribed to BMB at all. The latter letter read as follows:

We are finding it increasingly difficult to include your station in our radio plans because you have failed to make available to us your BMB figures on station listening and coverage.

Since BMB has the approval of the NAB and is administered with NAB representatives on the board, including the president, and since most of the NAB members are subscribers to BMB, I find it a little difficult to understand why your station is one of those that is preventing BMB from having an industry-wide value for advertising and advertising agencies.

We are important buyers of radio time and as such feel that we are entitled to reliable, accepted figures on your station's listenership and coverage. Won't you please let me know if we can expect BMB figures on your station in the future?

Want Detailed Accounting

Desire for a complete BMB audit, as voiced by industry critics of BMB, includes such matters as specific entertainment items, expense accounts for travel and similar items, and general management efficiency. Several comments have been heard about a recent BMB brochure on the ground that it is a costly promotion piece rather than a reference document.

Among NAB board members there still exists a desire for a thorough BMB revamping. They are not agreed on how the job should be done. Some favor a wide-open attack on the ground that NAB's seven-vote block in the 21-vote BMB board can be overruled by the seven agency and seven advertiser members.

Other NAB directors feel that while the results of the November action were not all that they desire, the full benefit will not be apparent for some time. Still others take the stand that vast sums have been spent to supply agencies and advertisers with coverage data and that any agitation at this time might destroy the investment.

Through Official Channels

They argue that BMB's board heeded most of NAB's desires in November and that the necessary overhauling can be done through official channels. The point also is made that the joint BMB operation is in itself an effective weapon in keeping agencies and advertisers on friendly terms with broadcasters and keeping them posted on the sales power of the broadcast medium.

Members of the BMB Executive Committee scheduled to meet Jan. 11 are J. Harold Ryan, WSPD Toledo, chairman; Roger W. Clipp, WFIL Philadelphia; Justin Miller, NAB president; Frederic R. Gamble, AAAA; Leonard T. Bush, Compton Adv. Agency; Paul West, ANA; Mr. Allen.

NABET Independent

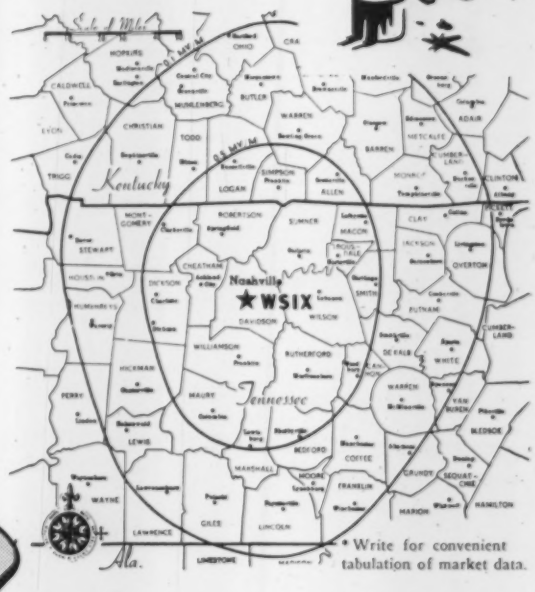
NABET (National Assn. of Independent Broadcast Engineers & Technicians) is strictly an independent union and is not affiliated with American Federation of Labor as stated in the Dec. 27 BROADCASTING. NABET has contracts with NBC, ABC, WOR New York, WMAL Washington and a long list of other stations and operates independent of any union federation.

THREE DIFFERENT MAPS PROVE
WSIX covers Nashville's trading area!

NO WASTED COVERAGE

Signal strength, mail pull and BMB audience maps all show almost exactly the same coverage. They prove that WSIX gives you Nashville's 51-county retail trading area. In WSIX's 60 BMB counties 1,321,400* people spend $654,888,000 yearly in retail stores alone. No wonder sponsors get results year after year with WSIX. It's a better buy for you, too.

*Projected from Sales Management May '48



* Write for convenient tabulation of market data.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

National Representative: The Katz Agency, Inc.

5000 WATTS • 980 KC • ABC

and WSIX-FM • 71,000 W • 97.5 MC

1949 OUTLOOK

(Also see page 29)

ADDITIONAL views on the 1949 radio and allied industry outlook —most of them dealing with the regional market picture—exude the traditional optimism of industry leaders with certain reservations. Opinions of a number of industry executives arrived too late to be included in the yearend roundup [BROADCASTING, Dec. 27].

Capsuled comments by station executives brought out these highlights:

● "General prospects in KFYR area . . . very bright. . . . (But) a slightly decreased volume of business for 1949 . . . though . . . should still be one of the top years."—F. E. Fitzsimonds, manager, Meyer Broadcasting Co. (KFYR), Bismarck, N. D.

Mr. Fitzsimonds

Mr. Campbell

● "Regional advertisers who have shown a tendency to switch . . . to announcements in postwar period again are inquiring about programs. . . . Business in Southwest generally . . . sound."—Martin Campbell, Texas Quality Network, and general manager, WFAA Dallas.

● "Intermountain Network shows a 51% increase in billings over 1947 . . . (regionally) an increase of 80% . . . (nationally) an increase of 33%. . . . We firmly believe the buyers' market is here. . . ."—Lynn L. Meyer, vice president, Intermountain Network.

● ". . . Inasmuch as AM radio can move more merchandising per dollar than any other medium, we are looking forward to a 10% increase in 1949."—Art Mosby, president, KGVO Missoula, Mont.

● "AM radio will suffer temporarily in markets where television goes on the air. AM radio can increase its revenue, at least locally, . . . from new sources combined with imaginative selling."—H. R. Krelstein, vice president and general manager, WMPS Memphis.

● ". . . Should be a productive, prosperous year for Kansas City radio (since it) is located in the middle of the Magic Circle of mid-America."—E. K. Hartenbower, general manager, KCMO Kansas City.

● ". . . Midwestern prosperity . . . and business must basically be predicated on agricultural prosperity. . . . We believe radio will get its just portion of the advertising monies spent to develop sales in that market."—Glenn Snyder, general manager, WLS Chicago.

● ". . . One of AM radio's best years. . . . I am one of those who believe television will eventually replace AM radio as we know it; however, that day is far enough away so that concern . . . need not be considered in estimating AM's '49 revenue."—Mort Watters, vice president and general manager, WCPO Cincinnati.

● ". . . Our entire business is TV. . . . Expect '49 to be a banner year for it will introduce network coverage. . . . This opens up tremendous possibilities. . . ."—E. B. Loveman, vice president and general manager, WPTZ (TV) Philadelphia.

● "We operate only TV and FM. . . . We look for an increase generally in all fields due to tremendous impact of TV. . . . With increased set sales and possibility of Transit Radio, we look for an increase in FM business."—E. K. Jett, WMAR-TV WMAR-FM (Sunpapers stations) Baltimore.

Mr. Jett

● "Southern California stations will undergo their most difficult period in more than a decade. . . . There is already increasingly sharp competition . . . (including that) from other media. . . . Could be bleak year for some stations. . . ."—W. B. Ryan, general manager, Earle C. Anthony Inc. (KFI KFI-TV KFI-FM).

● "Future of radio and/or TV in the Portland area . . . is dependent upon growth of industry. . . ."—H. Quenton Cox, general manager, KGW Portland.

Mr. Cox

Mr. Rosenman

● "We expect . . . better programming on all levels, with the trend toward block programming (and) listening to reach new highs. . . ."—Alex Rosenman, commercial manager, WCAU Philadelphia.

● "Retail sales (here) will continue to be high, although sellers' market will be on wane . . . a competitive situation . . . to the benefit of advertising media. . . ."—Robert Tincher, general manager, WNAX Yankton, S. D.

Further Opinion Given

● "Outlook for the Augusta and WGAC area . . . very favorable due to reactivation of Camp Gordon . . . and construction of housing units. . . . Prospects for continued high farm income."—J. B. Fuqua, vice president and general manager, WGAC Augusta.

● ". . . I believe it will be an important year . . . whether radio shall continue successfully as a separate medium, or if TV will eventually dissipate radio's earnings and influence. . . ."—Don Fedderson, general manager, KLAC-TV Hollywood.

● ". . . Both regional (AM) and TV business will be up on Don Lee."—Ward Ingram, director of advertising, and Bob Hoag, TV sales manager, KHJ KTSL (TV) Los Angeles.

● "Radio's biggest challenge is to prove that, with the influx of new stations, (it) remains . . . a better medium than newspapers. . . . The big networks are thinking so much about television they are not furnishing the affiliates as good service as they could or should. . . . The individual station manager must step in . . . lest sound broadcasting deteriorate from network neglect, dilution of audience and the impact of television." — Walter Brown, president and general manager, WORD Spartanburg, S. C.

Mr. Brown

Agency Comment

Typical late agency comments from Chicago, reflecting optimism for 1949, were these:

"Some accounts that never were in radio before are planning campaigns for 1949, but few are planning very far into the new year. . . . Selling FM may be a 1949 development. . . . Regarding television, few of our clients have the experimental budgets to enter this new medium. . . ."—Harlow P. Roberts, vice president and general manager, Goodkind, Joice & Morgan.

"We anticipate a slight increase in use of radio . . . with spot definitely up about 15%. However, radio will not take anything away from printed media. . . ."—James H. West, radio director, H. W. Kastor & Sons.

Mr. West

". . . No drastic cutbacks of radio budgets are expected during the year."—James G. Cominos, vice president and general manager, LeVally Inc.

Among advertisers, Standard Oil Co. (N. J.) said it had "no further plans for radio activities" to supplement its New York Philharmonic broadcast.

Harry Bullis, chairman of the board, General Mills, asserted that while "we are committed to substantial additional experimental activity in television during the coming year . . . until a medium is able to reach a majority of homes, it cannot be a basic medium in our advertising plans." He added, however, the firm would be in a position to utilize TV "progressively as its coverage develops."

All top radio shows sponsored by Lever Bros. will be continued in 1949, with television being "studied constantly and with interest," a spokesman of Lever Bros. told BROADCASTING.

Termination of the AFM record ban and introduction of long playing microgroove records by Columbia Records point to 1949 as one of the canned music industry's biggest years, according to Frank K. White, president of the firm. Over 300 stations are equipped with LP players, he said, and 15 major manufacturers are now producing or considering production of LP discs.

"Television moves ahead even faster in 1949," Dr. Allen B. DuMont, president, Allen B. DuMont

SPOT PROBE

Week's Continuance Ordered by FCC

A WEEK'S DELAY of the opening of the final session of FCC's hearing on networks' right to serve as spot advertising representatives of their affiliates, slated to start today, was ordered by the Commission last week.

Under the revised schedule the hearing resumes next Monday (Jan. 10). Authorities expect two to three days will be needed to complete the hearing, to which the Commission devoted five days in the opening session a month ago [BROADCASTING, Dec. 6].

Among the principal presentations yet to be made are those of NBC and ABC. National Assn. of Radio Station Representatives, whose complaint against network representation of affiliates originated the investigation, completed the presentation of its principal case at the opening session. So did CBS, except for the testimony of Carl J. Burkland, general sales manager of CBS Radio Sales, who became ill while testifying. A number of CBS affiliates, for which Radio Sales acts as spot advertising representative, also testified on behalf of the network during the opening session.

FCC assigned no reason for postponing the resumption date.

Labs, declared in his yearend statement. Aside from TV's potential growth Dr. DuMont called for "the lifting of the freeze and early exploitation of ultra high frequencies" in 1949 to service smaller cities and towns. He said that would be 1949's "outstanding development."

Meanwhile, continued expansion of TV set manufacture facilities and the beginning of initial profits by television stations were foreseen by Raymond C. Cosgrove, executive vice president, AVCO Mfg. Corp. He predicted an "excellent market" for TV receivers and a rapid growth in the number of advertisers using the medium. General business this year should be almost equal to that of 1948, he added.

PRE-AITC MEET

Webster Heads U.S. Group

FCC COMR. E. M. Webster is slated to head the U. S. delegation to an international conference starting about mid-January in Geneva to make preparations for the Administrative International Telegraph Conference to be held in Paris in May. The preparatory conference is expected to last about three weeks.

Mr. Webster

T. H. E. Nesbitt, associate chief of the international radio frequencies staff of the State Dept.'s International Broadcasting Division, will be vice chairman of this country's delegation. He and other members expect to sail on Jan. 8, while Comr. Webster plans to leave by plane about Jan. 17, starting date of the conference.

FCC staff executives who will attend are William J. Norfleet, chief accountant; Marion H. Woodward, assistant chief engineer in charge of the Common Carrier Division, and Jack Werner, assistant chief of the Law Bureau's Common Carrier Division.

FCC meanwhile has invited submission of proposals for changes to be made in the International Telegraph Regulations in preparation for the Paris conference. Proposals must be made by Jan. 10.

Ritter on ABC

P. J. RITTER Co., through the Clements Co. Inc., Philadelphia, has contracted for 52 weeks for *Betty Clark Sings*, over an Eastern ABC network, effective Jan. 16. The program, 15 minutes in length, features 12 year old Betty Clark, blind singer, whose entire script will be in verse, with musical background provided by a Novachord harp and electric guitar. Commercials will deal with the company's chili sauce, relish, catsup and other food products.

WALTER WINCHELL

K-F Is His New Sponsor

EFFECTIVE Jan. 2, Walter Winchell, Sundays, 9-9:15 p.m. on ABC, will be heard with a new sponsor, Kaiser-Frazer Sales Corp., and a new announcer, Cy Harrice. In addition, Mr. Winchell's repeat broadcast will be carried on both the ABC West Coast stations and the Don Lee network simultaneously Sundays, 8:30-8:45 p.m. (PST).

Mr. Harrice will succeed Ben Grauer who has been announcing the Winchell show for the past 16 years, while it was sponsored by Jergens Lotion.

The William H. Weintraub Co., New York, is the agency for Kaiser-Frazer Sales Corp.

Meanwhile Louella Parsons, Sundays, 9:15-9:30 on ABC, sponsored by Jergens Lotion, effective Jan. 2, will also be carried repeat on the Don Lee network following Mr. Winchell in the 8:45-9 p.m. period (PST). Robert Orr Assoc., New York, handles the show for Jergens.

TV and Husbands

JOHN J. ANTHONY, WMGM New York human relations counsellor and director of the Marital Relations Institute for 20 years, claims that television keeps hubby home, but sends wifey back to mama. Pointing out that although television, home-centered entertainment, might tend to unify family interest, wives get fed up with feeding hubby's sports fan cronies night after night as they digest endless diets of video sports and intermission snacks.

CARLTON FREDERICKS, WMGM New York health and nutrition expert, was cited last week by the American Veterans Committee for "outstanding services to the public in advancing the science of nutrition."

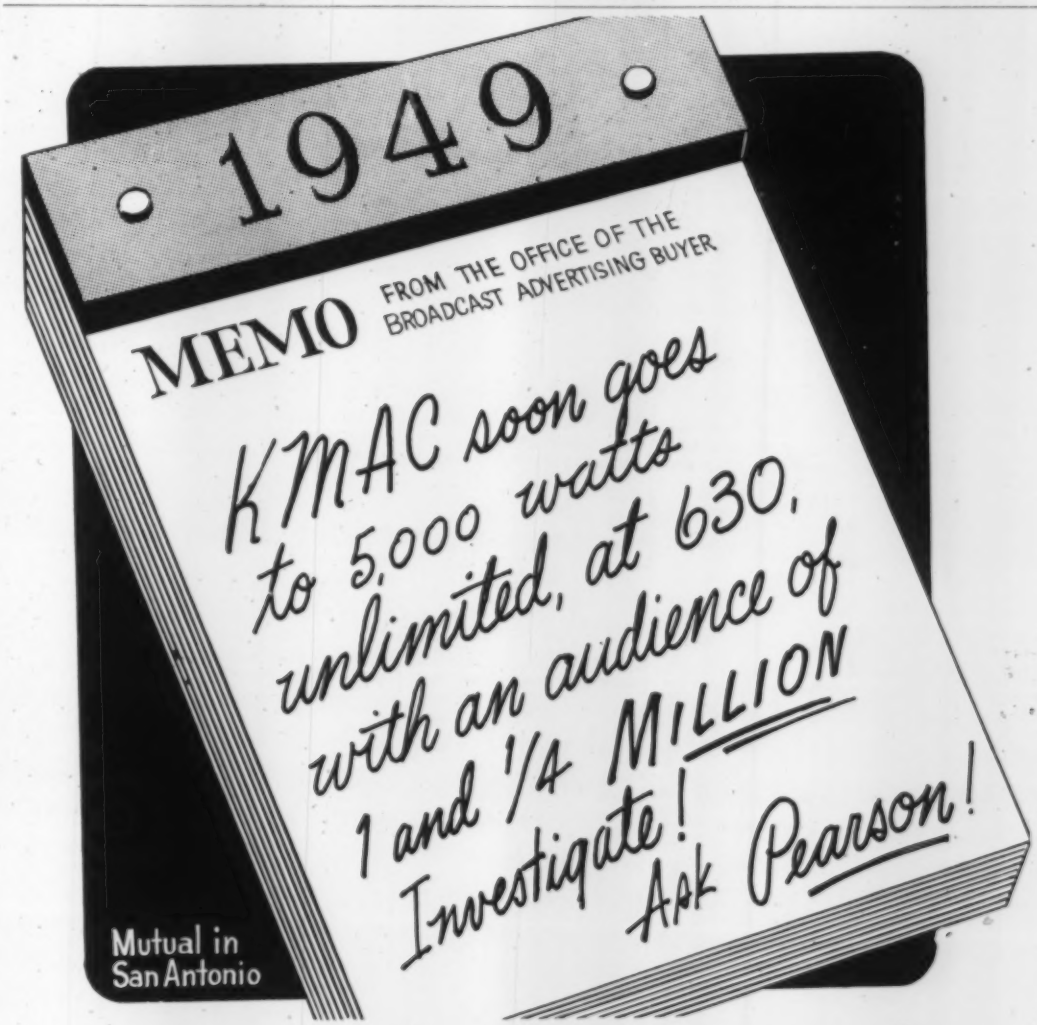
TOY SOUND KIT

NBC Staffers' Idea

WILLIAM BRINKMEYER, staff sound man for NBC, has had a profitable brainstorm in his radio sound kit, which is providing the current toy market with an imaginative and educational item.

Designed to give youngsters the necessary basic sounds used in radio production, the kit supplies manual and recorded effects. With printed instructions for their use, the package also contains recorded dramatic sketches featuring Ezra Stone, Ty Perry and Ed Jerome. Sound effects are omitted from the recordings, and are to be inserted by the youngster, who works from professional scripts.

Currently being demonstrated at the Toy Show in New York's Museum of Science and Industry, the set is assembled and packaged by the Assoc. for the Blind.


• 1949 •
MEMO
FROM THE OFFICE OF THE BROADCAST ADVERTISING BUYER
KMAC soon goes to 5,000 watts unlimited, at 630, with an audience of 1 and 1/4 MILLION
Investigate! Ask Pearson!
Mutual in San Antonio

MBS **KMAC-KISS** TSN

Howard W. Davis, owner • *John E. Pearson Co., National Rep.*

NAB CODE

Networks Reaffirm Support

ALL FOUR networks last week reaffirmed their decision to abide by the NAB code which officially goes into effect Jan. 1.

An NBC official said "NBC is already in line with the NAB code and sincerely hopes all other radio stations will follow suit. We have already notified sponsors of giveaway shows that all mentions of commercial names of products given away will be charged against time for their commercial announcement."

Edgar Kobak, president of Mutual Broadcasting System, explained that MBS had a "department of continuity acceptance which is charged with the duty of seeing to it that everything which goes on our air conforms with the best broadcasting practices, as adopted by the industry—for instance, the length of commercials on sponsored programs; the questions of good taste and moderation in children's programs and on subjects which may be controversial; the handling of crime in mystery shows; and many other points covered in the code."

MBS Standards

Mr. Kobak also said that he didn't want to give the impression that "we think the code is perfect—with no faults and weaknesses. In fact, on several points Mutual's own program standards are stricter than the code. But our approach is a simple one. We will speak up and try to get the weaknesses strengthened and the errors corrected, if we possibly can. But as long as a provision is in the code, we will live up to it—until it is changed by due and orderly process."

ABC has notified its advertisers and agencies of certain changes in network policies. The policy changes, Mark Woods, president of ABC, said in a letter, are chiefly concerned with the maximum time to be allotted to advertising messages on programs carried by ABC.

Commercials Allowed

Between the hours of 6 p.m. and 11 p.m., Mr. Woods said, "The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, and the manner in which the advertising message is distributed through the program should be for a five-minute program, one minute; 10-minute programs, 2 minutes; 15-minute programs, 2 minutes, 30 seconds; 25-minute programs, 2 minutes, 50 seconds; 30-minute programs, 3 minutes; 45-minute programs, 4 minutes, 30 seconds, and 60-minute programs, 6 minutes.

Mr. Woods also designated the commercial allowances that will be observed in daytime commercial broadcasts.

"All copy pertaining to contests on radio programs, concerning the exploitation or sale of a sponsor's product or services, will be counted as commercial time," Mr. Woods asserted. "This also will cover any references during the course of a broadcast made to prizes or gifts offered to participants in radio contests."

Mr. Woods pointed out that such types of programs as *Stop the Music* do no fall in the category of a radio contest, and are more properly classified as audience participation of "giveaway" programs.

ABC has decided that in announcing the prizes on such "giveaway" programs it will count as advertising any unduly detailed descriptive material used in connection with the award as well as the trade name of those furnishing the prizes.

CBS 'Glad'

A CBS spokesman said that CBS was "glad to see the NAB code go into effect and hopes it has wide industry support. We have advised all advertising agencies on the way the code affects them, and we are receiving fine cooperation."

Top for Spots

REFLECTING a record-breaking fourth quarter, the Spot Sales Department of ABC concluded its best year in history with volume topping 1947, the previous peak year, by 5%, according to Murray Grabhorn, vice president in charge of owned and operated stations. Major contributor to the new peak was the 25% increase in program time sales of the operation. TV spot sales also figured largely in 1948 totals.

ATTENDING testimonial dinner in Kansas City last Monday for President Truman's former haberdashery partner, Eddie Jacobson (r), were the President and Tom L. Evans (l), president, KCMO Kansas City. Mr. Evans is one of Mr. Truman's oldest friends. Dinner was the occasion of the President's off-the-cuff remarks charging Russia with reneging on agreements and blocking peace progress.

RADIO'S VALUE

British Author Criticizes

CRITICISM of radio was sounded by a yearend radio forum, *Appraisal of American Culture*, on a "Voice of America" broadcast Dec. 26 by Sir Osbert Sitwell, British author.

In an informal discussion with Carleton Smith, director of the National Arts Foundation, New York, Sir Osbert said:

"The radio disseminates much more bad stuff than they do good. The other day when I arrived at a hotel, the bell-hop at once turned on the radio in my room. And I said, 'Please turn that off.' He said, 'then you don't like music.' I said I did, 'that's why I'm asking you to turn it off.'"

Mr. Smith praised radio for spreading love of fine music to every part of the country and added: "What radio has done for music, television will do for the visual arts."

ALL-RADIO FILM

Plans for Showing Announced

DETAILED PLANS for distributing and showing the All-Radio Presentation film were discussed and decided upon Tuesday in New York by the steering subcommittee of the Overall Industry Presentation Committee.

Gordon Gray of WIP Philadelphia, chairman of the committee, also disclosed these other developments:

Decision to make the April NAB Convention the target date and occasion for preview of the film.

Decision to submit a completed shooting script of the film to a meeting of the full committee Jan. 14 in the BMB board room in New York.

At the Tuesday meeting, held also in the BMB board room, Lewis Avery of Avery-Knodel, submitted a detailed, ten-page plan for distributing and presenting the film. His recommendations were approved.

According to his plan, first showings of the film would be conducted simultaneously or almost simultaneously in eight of the country's biggest markets—New York, Chicago, Philadelphia, Los Angeles, Detroit, Boston, San Francisco and Atlanta.

These initial big showings would be arranged and supervised by the committee itself, which would have a trained team available for this purpose. Thirty-five mm prints would be used and special dinners would be held in New York, Chicago and Detroit as part of the build-up. In the other five key cities, showings would be in conjunction with a luncheon.

Local Showings

In all other city showings, local or area subscribers will run the presentation, using 16mm prints. It is recommended that the services of professional projection companies be used for the showings. It is recommended that initial planning for the showing in any city be by "top management" because of the importance of the film.

It is further recommended that if a cocktail party be selected as the occasion for the showing that not a single drink be served before the "All-Radio Presentation." At a luncheon or dinner showing, it is recommended that the showing be immediately after completion of service.

If more than one showing is planned for a community, it is recommended that the first presentation be for "VIP's."

It was further recommended that for each local showing an m.c. be selected who is well known in the area as a radio authority and who can speak well and with conviction about radio.

The other recommendations, which probably will become the basis for a pamphlet to guide local committees planning presentations, goes into such details as the form of invitations to attend, technical requirements for showing, such as electricity needed, room dimensions, stage platforms, acoustical properties and screen requirements.

DuMONT CONTEST
Photo Competition

PHOTO fans will have an opportunity to shoot a Broadway play in action, and simultaneously compete for prizes dear to their hearts thanks to a new photo contest on DuMont's *Photo Horizons*, Wednesdays, 8-8:30 p.m.

Sponsored by the Peerless Camera Stores, New York, and the Theatre Guild, the contest is open to anyone who can focus a lens. It was announced by Lawrence Langner, head of the Guild and Paul Crabtree, director of "The Silver Whistle," Broadway play. Special performance by the cast, to be held Jan. 19 between 6 and 7 p.m. at New York's Biltmore Theatre, will be given admission free for contestants obtaining tickets at Peerless Camera Stores. Photos of anything within the theatre, on stage or in the audience, will be eligible for awards of $5,000 worth of camera equipment ranging from sound movie projectors to flash bulbs.

'GIMCRACK'
Giveaway Items Lose Value

"ARE giveaway radio programs making crackerjack prizes out of reliable products?" That question has been posed by E. F. Stafford, radio director of Daniel F. Sullivan Co. Adv., Boston.

As evidence of this danger, Mr. Sullivan, in a letter to BROADCASTING, reported a recent incident observed by an electric appliances merchant in a small community near Boston.

The merchant was showing a refrigerator to a woman customer, explaining the various advantages of the nationally advertised product.

"How about that one over there?" she asked, pointing to another refrigerator. "They give this make away on the radio. They can't be too good."

The customer bought the lesser-known make, Mr. Sullivan reported, because in her mind she associated the refrigerator that was the giveaway with the "gimcrack" —a showy article of little worth.

If this feeling is at all widespread, Mr. Sullivan believes manufacturers must soon give the matter some thought. "When refrigerators and crackerjack prizes fall into the same category," he said, "the music will be stopped without further discussion."

WPIK

announces

that as of Dec. 31, 1948 it will no longer be represented by the Friedenberg Agency.

Announcement regarding new representative will be forthcoming at a future date.

NRDGA CONTEST
Mitchell To Name Winners

A TOTAL of 86 retail programs from 48 stores have been entered in the 1948 retail radio contest of the National Retail Dry Goods Assn. This is more than double the number of entries received last year, an NRDGA spokesman said. Winning programs will be announced by Maurice Mitchell, NAB director of broadcast advertising, during the Wednesday afternoon (Jan. 12) session of the NRDGA convention, to be held Jan. 10-14 at New York's Hotel Statler.

Programs will be judged Jan. 4 by a committee comprising Ruth W. Ayres, managing director of the National Consumer-Retailer Council Inc.; Thomas D. Connolly, manager of program sales, CBS; Carl Haverlin, president, Broadcast Music Inc., and president, Radio Executives Club; Oscar Katz, director of research, CBS; Linnea Nelson, chief timebuyer, J. Walter Thompson; Bruce Robertson, senior associate editor, BROADCASTING, and Arthur A. Stelzer, president, James McCreery & Co.

KSL-TV TO CBS
To Take Place of KDYL-TV

KSL-TV Salt Lake City becomes a full primary CBS affiliate in the spring of 1949, William A. Schudt Jr., network's director of station relations, announced. New affiliation is to replace KDYL-TV, with which CBS now has an interim secondary affiliation agreement.

KSL-TV is the sister station of KSL, a 50 kw CBS outlet, and is owned and operated by Radio Service Corp., Utah, with Ivor Sharp, executive vice president, and C. Richard Evans, general manager.

The video station has been assigned Channel 5.

Bowl Repeats

THE CBS network's exclusive coverage of the Orange and Rose Bowl New Year's Day football classics were scheduled for relay around the world via Armed Forces Radio Service. Orange Bowl game, between Texas and Georgia, was to be relayed simultaneously from Miami by AFRS, while the Rose Bowl contest between California and Northwestern was to be recorded for rebroadcast on Jan. 2. Gillette Safety Razor Company was CBS sponsor for both games.

YOU STILL HAVE TIME

to Enroll Your Music Librarian

in the next course on

THE ORGANIZATION and MAINTENANCE

OF A

RADIO STATION LIBRARY

presented by

BMI

MONDAY, JANUARY 10

and

TUESDAY, JANUARY 11

Every phase in the practical operation of a station library is thoroughly covered . . . from proper cataloguing to copyright research and program building in AM, FM and TV.

Designed as an added BMI Service to broadcasters, the Library Course has proved its value to those who attended the three previous sessions.

BMI *is pleased to acknowledge the many "thank you" letters from broadcasters such as these:*

ROGER M. COELOS, *Dumont Television Station WTTG, Washington, D. C.*—

"I think this is a wonderful thing (BMI Librarian's Clinic) that BMI is doing and it certainly was worth while for me."

☆ ☆ ☆

BILL WARREN, *Program Manager, WITH, Baltimore, Md.*—

"Many thanks for the truly wonderful and informative Library Course that Miss Suter and I attended."

☆ ☆ ☆

MORRIS C. AUSTIN, *Librarian, CFCF, Montreal, Canada*—

"You people have done a magnificent job in planning and executing this course, and we would like to express our sincere appreciation to you all for providing us with a detailed and concise picture of Library organization and management."

☆ ☆ ☆

CY KING, *Station Director, WEBR, Buffalo, N. Y.*—

"Miss Mary Brady and Mrs. Rita Leopold, who attended the BMI Library School, were most enthusiastic about the course and I believe that it was a good investment."

WIRE or PHONE

your registration to

ROY HARLOW, Director of Station Relations

BROADCAST MUSIC, INC.

580 Fifth Avenue New York 19, N. Y.

Benny vs. Heidt

(Continued from page 25)

services credited the confirmation to an NBC executive whom that network was unable to locate or identify.

Fred Allen has been moved up into the 8-8:30 spot on NBC formerly occupied by Mr. Bergen, leaving that half-hour of ABC's *Stop the Music* opposed by sustainers on the other three networks.

Promotion and publicity, as indispensable to internetwork warfare as military bands were to the Army of yesteryear, have been called into full play by CBS and NBC. The CBS goal is to inform every American listener—that is, every American old enough to leave his cradle—that on Jan. 2 and each Sunday thereafter, Jack Benny can be heard at his old time but now on a new network. NBC's job is to keep listeners tuned in to its stations on Sunday, with the biggest part of that task keeping them tuned to Horace Heidt with Mr. Benny beckoning across the dial.

CBS, which is spending well over $100,000 on the job, opened its space advertising with a double-page spread in the curent issue of *Life*, which hit the nation's doorsteps and newsstands Friday. In cooperation with about 150 of its affiliates, on a 50-50 basis, CBS took 450-line ads in 600 to 700 newspapers yesterday morning and will repeat this on Jan. 16.

Radiowise, CBS has blanketed its network schedule, programs and breaks alike, with the announcement that "This is CBS, the network where you will hear Jack Benny beginning Jan. 2." Announcements recorded by Mr. Benny and his company were sent to all affiliates as part of an overall promotion kit which also included newspaper mats, advertising layouts and copy, posters, on-the-air announcements, etc. Stations also received advertising material covering the full CBS Sunday evening line-up of programs, for their own use locally.

Benny Tie-In

High spot of the continuing promotion, however, is an exclusive tie-up of Jack Benny with the infantile paralysis fund, whose 1949 campaign will be based on the covered wagon '49er theme, with the slogan, "Ten pennies from Benny." A covered wagon was launched Dec. 27 in Hollywood with the notoriously tight-fisted comedian's donation of ten pennies to start it on a nationwide tour which will wind up in Washington on Jan. 31, visiting some 30 cities enroute. In other cities CBS affiliates will utilize duplicate vehicles on behalf of the fund-raising drive and of network publicity. Jack Benny, meeting the wagon at the capital, will conclude its campaign with a second donation of a half-million pennies.

NBC, as James Nelson, director of advertising and promotion, told affiliates Dec. 21 in a closed circuit talk, decided "that the best strategy is to behave in a wholly unorthodox fashion—in ways quite different from straight audience promotion as it has been practiced up to now. By using attention-getting tactics of a new sort, we can hope to draw to Heidt the audience he should have. . . and can capture, as indicated by the 19.2 rating which he pulled two Sundays ago at 10:30 p.m."

Heidt Program Plugs

First step in this campaign was an on-the-air teaser sequence, in which the single sentence, "Horace Heidt moves up to the number one spot in America," was repeated at every available opportunity in chain breaks, on sustaining programs, etc.

On Dec. 27 a series of nine 50-line single column newspaper ads bearing that same cryptic line illustrated with comic sketches began to appear in all the daily papers in cities with NBC o & o stations, plus Los Angeles, under network sponsorship. Mats of these ads were also furnished to all affiliates for their own use.

At the same time the radio copy was expanded to include another sentence, following the teaser with: "Yes—Horace Heidt has been selected over all other programs to be heard on this station at 7 p.m. starting next Sunday night, Jan. 2." This explanatory copy was also bracketed around the Jack Benny and Horace Heidt broadcasts of Dec. 19 and 26. Ozzie and Harriet and Fred Allen also mentioned the replacement of Mr. Benny by Mr. Heidt on their broadcasts on those dates.

FRED WEBER (l), v.p. and general manager of WDSU-AM-FM-TV New Orleans, gets together on agreement with Humboldt J. Greig, sales manager of DuMont Television Network, as WDSU-TV becomes another DuMont affiliate.

In addition, NBC recorded a series of dramatized announcements in which a fortunate character such as a new father, man given a raise, woman winner of a quiz show grand prize, etc. is described as being in a nice spot. "But," the anouncer added, "Horace Heidt is in the number one spot—7 o'clock Sunday on NBC."

Yesterday (Jan. 2) the space was increased to five newspaper ads, each 2 columns by 75 lines, scattered throughout all papers in the NBC o & o station cities and Los Angeles, plus whatever use was made of them by individual affiliates. In several markets, NBC took full page ads, covering not only Mr. Heidt but the full new NBC Sunday evening lineup. The full schedule of papers also carried radio page ads on the Fred Allen and the *Ozzie and Harriet* shows.

All the NBC newspaper ads were designed and the art work executed by Richard Blake, network copy director, and written by Pat Steel, NBC copywriter. Network plans to continue the promotion with hard-hitting follow-up copy, the nature of which it would not reveal at this time. Overall NBC Sunday promotion budget is approximately $100,000.

Steady Publicity

Accompanying the NBC promotion campaign is a continuous publicity drive, which started early in December with a promotional party for Horace Heidt. Since then each day's publicity package for the network has contained at least one story on the Heidt program, a practice that will be continued into January. For the past week each NBC release regardless of subject, has carried a bottom-of-page boxed line: "It's H-hour for Horace Heidt at 7 p.m., EST, Sunday Jan. 2." Publicity has also been stepped up on the full Sunday evening schedule. Kits of feature stories, mats, glossy prints and other material on Mr. Heidt's and other programs also went to the radio editors of some 1,200 newspapers in addition to a mailing to the publicity directors of all NBC affiliated stations.

NCCJ AWARDS

Nominations Requested

NOMINATIONS for annual radio awards for the promotion of better human relations in 1948 are being requested by the National Conference of Christians and Jews Inc., New York. Awards will be announced in February 1949, in connection with the observance of Brotherhood Week, Feb. 20-27. They will be made in the following categories:

1. Network series.
2. Network single programs.
3. Local stations which have made consistent contributions.
4. Radio personalities who have made significant contributions.
5. A special award for significant contributions not included in the foregoing categories.

Nominations should be sent to Mr. Edward J. Heffron, director, Department of Media Relations, National Conference of Christians and Jews, 381 Fourth Ave., New York 16, before Jan. 15, 1949.

Can You Afford to Overlook the

BOISE

MARKET?

1. Population 161,000
2. Per Family Income 54% ABOVE National Average
3. Per Capital Retail Sales 2½ TIMES National Average

KIDO

Basic NBC Outlet

Dominates the Boise Market

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

WHBQ • 56

FIRST ON YOUR RADIO

W. H. Beecue

Pulling in a Million More Listeners!

Your Mutual Station in Memphis

NOTICE:

Contracts made NOW at present rates receive full year's protection

Write, Wire or Phone for Availabilities. WHBQ, Memphis, Tenn.

Best Dressed in '48

MRS. WILLIAM S. PALEY, wife of the chairman of the board of CBS, has been named the best dressed woman of 1948. The results of a nation-wide poll conducted by 150 fashion designers and society editors were announced Dec. 26 by the New York Dress Institute. Mrs. Paley, formerly a fashion editor, ranked second in the 1947 listings to the Duchess of Windsor.

RADIO TRAINING

Hudson Finds Schools Lax

AMERICAN institutions of learning have been lax in training people for specific radio work, Robert B. Hudson, CBS director of education and opinion broadcasts, declared last Tuesday. He addressed the Speech Assn. of America at Washington's Hotel Statler.

Mr. Hudson pointed out that most impetus for college and university radio training programs has come "from student pressure rather than in response to cries for help from the radio industry." Radio has been slow, on the other hand, in analyzing its own jobs and in setting up systematic standards for determining what combinations of skills each job requires, he added.

With the picture brightening, Mr. Hudson observed, a dozen or more universities and colleges are now meeting standards for radio training courses, and many others should follow.

Unveil RCA TV Set

RCA's new television set with the 16-inch metal tube will be unveiled today (Jan. 3) at the Chicago Furniture Show. The set, including AM and FM as well as TV reception, will be priced at less than $500, causing some industry trepidation that the introduction of these sets to the public will force a general video set price reduction if older models are to be sold.

JOS. WEED & CO.,

350 Madison Ave., New York,

Know About the

5000 WATT TRANSMITTER

Now in Use at

CHNS

HALIFAX NOVA SCOTIA

The Maritimes

BUSIEST

Commercial Station

SCHWERIN CORP.

Ups Newell and Krolik

TWO NEW appointments to executive posts of Schwerin Research Corp., New York, were announced last week by Horace Schwerin, president.

Henry H. Newell, chief of the firm's analysis division since the organization's inception in 1946, was elected to vice presidency by the firm's board of directors. Prior to Mr. Newell's Army service, which preceded his joining Schwerin, he was with the National Assn. of Manufacturers in public relations work, and did sales promotion for Fawcett Publications.

Richard Krolik, former general manager of Television Reporter Productions, Hollywood, was appointed public relations director. Mr. Krolik previously was television consultant to Argosy Pictures Corp., Jack Rourke Productions and Mercury-International Pictures, all Hollywood. Prior to war time service, he was assistant publicity director of MBS.

RADIO KITCHEN

Being Built at WMPS

A COMPLETE kitchen studio is now under construction in the new $250,000 studios and offices being built by WMPS Memphis. Designed to bring mid-south housewives the latest in kitchen tips, the special studio will be operated with the most modern equipment being manufactured by General Electric.

Harold R. Krelstein, vice president and general manager of the station, said a nationally known home economist will be engaged to conduct daily cooking classes over the air and for special live audience groups.

The station will move into its new quarters soon after Jan. 1, according to Mr. Krelstein.

KGO-TV Antenna

THE six-bay "bat wing" antenna for KGO-TV San Francisco was put in place Dec. 21, completing construction of the 508 foot tower for KGO-TV and KGO-FM. With the 30 foot FM pylon and 50 foot TV antenna, KGO-TV has a transmitting elevation of 1,362 feet above sea level. The station's GE transmitter is now being installed and when coaxial cable is installed to the antenna—probably about the middle of this month—KGO-TV will begin transmitting a test pattern.

NBC's *Orchestras of the Nation* series, Saturdays, 3 p.m., will feature the American premiere performance of Bela Bartok's one-act opera "Duke Bluebeard's Castle" on Jan. 8. Program, aired to the network by WFAA Dallas, will feature the city's symphony orchestra under the baton of Antal Dorati, its regular conductor.

BOUND

. . . to keep a full six months' issues of BROADCASTING snugly together, instantly available for reference and research. Binders are 9½" wide; 13" high. Sturdy blue leathercloth, stamped in silver with the BROADCASTING - Telecasting signature. Kivar lining, canvas joints, constructed to last for years.

BOUND

. . . to keep you from scampering about for lost issues; to keep magazines from being torn or frayed. Magazines are held intact ready to snap open for a long reading or a quick glance. Efficient looking for your reception room; smart looking for your library or desk.

BOUND

. . . to keep all those BROADCASTING special features at your fingertips . . . the continuing studies of radio markets, "Telestatus" reports, Telecasting sections, AM and TV showsheets and all those other unduplicated and exclusive BROADCASTING features. Number is limited. Tear out the coupon and mail today, please.

HOLDS 6 MONTHS' ISSUES!

$5 ea.

BROADCASTING

NATIONAL PRESS BUILDING

SEND FOR YOURS TODAY!

BROADCASTING MAGAZINE HA-1
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Gentlemen:
Enclosed please find ☐ *check*
☐ *money order* ☐ *bill me for*
☐ *binders to be sent direct to:*

NAME _____

FIRM _____

ADDRESS _____

CITY STATE

ABC Report

(Continued from page 26)

analysis unparalleled throughout the globe. We have done this without distortion, with no view to special interest, at no behest other than the public good.

"The American Broadcasting Company has been particularly vigorous in the development of our medium toward its fullest potential. It has expanded its coverage of the listening field, increased its circulation, and taken important strides forward in the field of television. As of this writing, the American Broadcasting Company holds a commanding position in the television field with three of its own stations on the air; two more about to go on the air; and with regular program service being carried to an eastern and a midwestern television network.

"The name American, designating our company, gained added significance during the year, for the American people now have a substantial interest in its ownership. Through public subscription to a block of shares some months ago, there are now more than three thousand stockholders in this typically American enterprise.

"To all those who have played a part in the progress of our network—employees, artists, sponsors, our affiliated stations and the listening public—we extend our appreciation. And to them we extend a pledge that the effort that has been expended in bringing the American Broadcasting Company to its present high position will continue unremitting and untiring, to the end that we shall have even broader scope for greater service to the public."

Mark Woods, president of ABC, in a year-end statement said that the enormous strides taken by the network in television during 1948 were not taken at the expense of its AM broadcasting efforts, which also advanced in programming and sales.

He said:

"In 1948 we extended and amplified our theory of 'planned programming'—the presentation in prime listening time of broadcasts calculated to obtain and hold large, continuing audiences—thus giving the advertiser the benefit of a cumulative audience interest and response.

"Prime examples of this type of program planning are our schedules on Sunday, Tuesday and Wednesday nights. The first represents a well-balanced variety of news, music and serious drama; the second, an outstanding array of public service programs; while the third is a 'must' listening night for comedy and variety.

"We have strengthened substantially our Monday and Thursday evening programs while in the daytime we have augmented our already outstanding schedule by such programs as Eleanor and Anna Roosevelt, Maggi McNellis and Herb Sheldon, Galen Drake and the Kay Kyser program.

"During the year ABC achieved substantial improvement in facilities available to its advertisers, concentrated in the nation's top two hundred markets. At the year's close our affiliates totalled 272, carefully selected to give the advertiser the greatest listener coverage. Owned and operated stations, as well as many of our affiliates, also made their debut into the FM field during the year with a strong program structure based on our AM broadcast schedules.

"The year saw a substantial number of new advertisers utilizing ABC facilities, including General Motors, the Association of American Railroads, P. Lorillard Co., Sealtest, Pillsbury Mills, Kelvinator and the Chesebrough Manufacturing Co.

"I feel confident that the progress we have achieved in 1948 will be continued in the coming year and that in both the television and the AM broadcast fields ABC will continue to be a pace-setter."

CBS Roundup

(Continued from page 26)

won numerous awards in many fields, among them: George Foster Peabody Award for Documentaries; citation as "The Outstanding Network of the Year" by the Radio-Television Critics Circle of New York for "Relationship to the community, public service, responsibility, information and entertainment," and six first-place program awards by Institute for Education by Radio. Edward R. Murrow, CBS nightly newscaster, was honored with Alfred I. DuPont award and accolades from National Headliner's Club and Overseas Press Club.

As the year drew to its close, CBS repeatedly made headlines with developments in programming.

Biggest of its advances in this direction were the acquisition on Oct. 10 of Amos 'n' Andy and on Nov. 26 of the signing of the entire Jack Benny program effective Jan. 2, 1949.

These spectacular acquisitions tended to overshadow other CBS program developments, which were important in their own right. The network created such new programs as *My Favorite Husband, Life with Luigi, Mr. Ace & Jane, The Morey Amsterdam Show, Our Miss Brooks, The Adventures of Philip Marlowe, Cabin B-13* and *Tell It Again.*

CBS enlarged its roster of drama offerings by five additional programs: *Ford Theatre, Electric Theatre* with Helen Hayes, *Hallmark Playhouse, Philip Morris Playhouse* and *The Family Hour of Stars.* Comedy attractions were expanded by the return of the *Jack Carson Show* and by the new *Herb Shriner Time.*

The network also introduced several audience participation programs which became popular, among them, *Sing It Again* and *Hit The Jackpot.*

Several old shows were expanded or embellished by top talent additions. Arthur Godfrey's half-hour daytime show was expanded to a full hour, Mondays through Fridays. The New York Philharmonic Symphony Orchestra began its 19th consecutive season on CBS with a new intermission feature *Weekend With Music.* Jane Froman became soloist on *The Pause That Refreshes* and James Melton returned to CBS as star of *Harvest of Stars.*

In TV, the network created numerous programs, began simulcasts of *We, the People,* started video counterparts of such AM shows as *Ford Theatre, The Morey Amsterdam Show* and *People's Platform.* On March 20, the first telecast of a symphony concert was transmitted over CBS-TV network as Eugene Ormandy conducted the Philadelphia Orchestra. The network also acquired exclusive video rights to 52 major British films and signed a contract for production of 14 mystery films titled, *The Cases of Eddie Drake.*

Conventions High Spots

In news, sports and special events, CBS radio and television new high spots were, the Presidential nominating conventions; election campaigns and their dramatic finale; three-year exclusive contract for Rose Bowl football and Tournament of Roses events; broadcasts of summer and winter Olympics.

FRANK STANTON

Says CBS Audience Largest

CBS has the largest individual audiences and the largest average audiences in radio, according to a yearend statement by Frank Stanton, president.

His statement was issued as a CBS yearend roundup was made public describing 1948 as the most eventful year in the 21 year history of the network (see page 26).

Stressing the program side of CBS activities, Mr. Stanton said:

"CBS today has the largest creative program operation in the entire broadcasting industry. The success of Columbia-built programs—CBS's own "package" shows—has been outstanding with many in the "top-rating" lists. During the past year, CBS program ratings have increased 14% on the whole, and today Columbia has the largest individual audiences and the largest average audiences in all radio."

He spoke of some of the acquisitions of new talent by CBS which made radio history in the past year, such as the purchase of Amos 'n' Andy and the Jack Benny show, and then said significantly:

"At the year's end, negotiations were being carried forth to add other prominent artists and programs to the schedule."

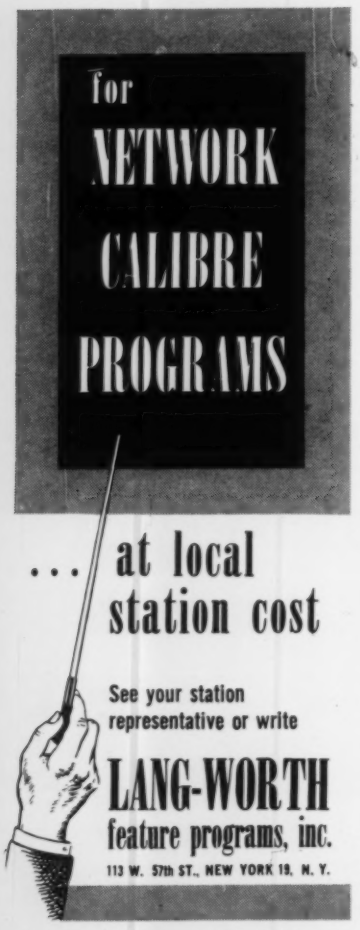
IRE SESSIONS

27 Slated for March Meet

THE 1949 convention of the Institute of Radio Engineers, to be held March 7-10 at New York's Hotel Commodore and Grand Central Palace, will feature a technical program of 171 papers grouped into 27 sessions which will cover practically the entire radio-electronic art, plus six symposia on nuclear science, network theory, electronic computers, radio aids to navigation, semiconductors and—a distinct departure for the IRE—marketing.

B. E. Shackelford, past president of the IRE, will serve as toastmaster at the President's Luncheon on March 8 to introduce Stuart L. Bailey, incoming president. Raymond F. Guy, manager of NBC's radio and allocation engineering department, will be toastmaster at the annual banquet on March 10.

At the banquet, the Institute's highest award, its Medal of Honor, will be presented to Ralph Bown, director of research at Bell Telephone Labs. C. E. Shannon will receive the Morris Liebmann memorial prize and R. V. Pourn the Browder J. Thompson award.



—WMGW—
Meadville, Penna.
NOT ONLY BROADCASTS YOUR SHOWS . . . WE PROMOTE THEM . . . OUR LISTENING AUDIENCE IS A BUYING AUDIENCE. DIRECT SALES GAINS ARE THE RESULTS OF YOUR WMGW SPENT ADVERTISING $$$.
For further information contact Vic Diehm c/o WMGW

NBC '48 Record

(Continued from page 27)

share of audience, as compared with the second station's 15.0 rating and 20.2 share of audience.

Although at year's end, NBC had lost important programs to CBS, it was on a campaign to sign up new radio and television talent. With the promise that the coming year would see many new programs in the NBC schedule, it could point to the following programming developments in the past year:

Signing of Dean Martin and Jerry Lewis, comedy team; inauguration in November of *Dress Rehearsal*, consisting of pickups of Boston Symphony, Serge Koussevitsky conducting and Olin Downes, commentating; continuation through the summer of NBC summer programs—*Radio City Playhouse*, the Jane Pickens show, and *Who Said That?; The NBC University Theatre*, produced in Hollywood with screen stars.

Sets Special Unit

In the documentary field, it inaugurated *Living—1948* in February and later set up a special unit headed by Wade Arnold and James Harvey to build and produce shows requiring documentary techniques and skills.

NBC also boasted many firsts on the news front, among them: Its eye-witness account of the assassination of Mohandas K. Ghandi; Merrill Mueller, London manager, obtaining an uncensored account of the Communist coup in Czechoslovakia; broadcast from San Moritz of Winter Olympics; exclusive interview by NBC's W. W. Chaplin with Ed Crump who in March predicted bolt of southern states if Truman were renominated; first broadcasts out of Shanghai as the Communists threatened Nanking.

Among awards won for news coverage were: Overseas Press Club Award to Merrill Mueller for best reporting on foreign affairs from abroad by radio; Headliners Award to Morgan Beatty for "outstanding reporting" during the Texas City disaster in 1947; a special citation from Syracuse U. for "outstanding work in radio journalism," to William F. Brooks, vice president in charge of news and international relations.

In Education Field

In the field of education, NBC launched the "College by Radio" plan, providing for cooperation through local stations with universities to utilize programs for home study courses. In December the first big television network enterprise in daily education for children was announced with NBC an important participator.

During 1948, the network's Department of Information handled about 160,000 letters and phone calls. This figure does not include the thousands of communications addressed specifically to NBC artists, programs, sponsors or departments. Less than 2% of the total were complaints or criticism.

NBC Thesaurus, the music library service, reached an all-time high of more than 5,000 selections while 67 new stations joined the subscriber list. More than 8,000 hours of syndicated programming were booked over U. S. and Canadian stations.

Staff Changes

With this expansion, NBC made the following administrative changes during the year: On July 2, Charles R. Denny was appointed executive vice president, becoming the managerial director of the network; in December, David C. Adams former vice president and general attorney of RCA Communications Inc., became assistant to Mr. Denny; on May 3, Sidney N. Strotz was appointed administrative vice president in charge of both television and the Western Division; Carleton D. Smith, formerly manager of the NBC stations in Washington, was made director of television operations, and Norman Blackburn was named program director.

'Howdy' Telerating

NBC's video puppet show, *Howdy Doody*, received a December Hooper New York Telerating of 30.3 for its Friday telecast, making it the sixth most popular program with New York viewers. Show, sponsored on Friday, 5:45-6 p.m., by Unique Art Mfg. Co., was erroneously omitted from the list of top ten TV shows [BROADCASTING, Dec. 27].

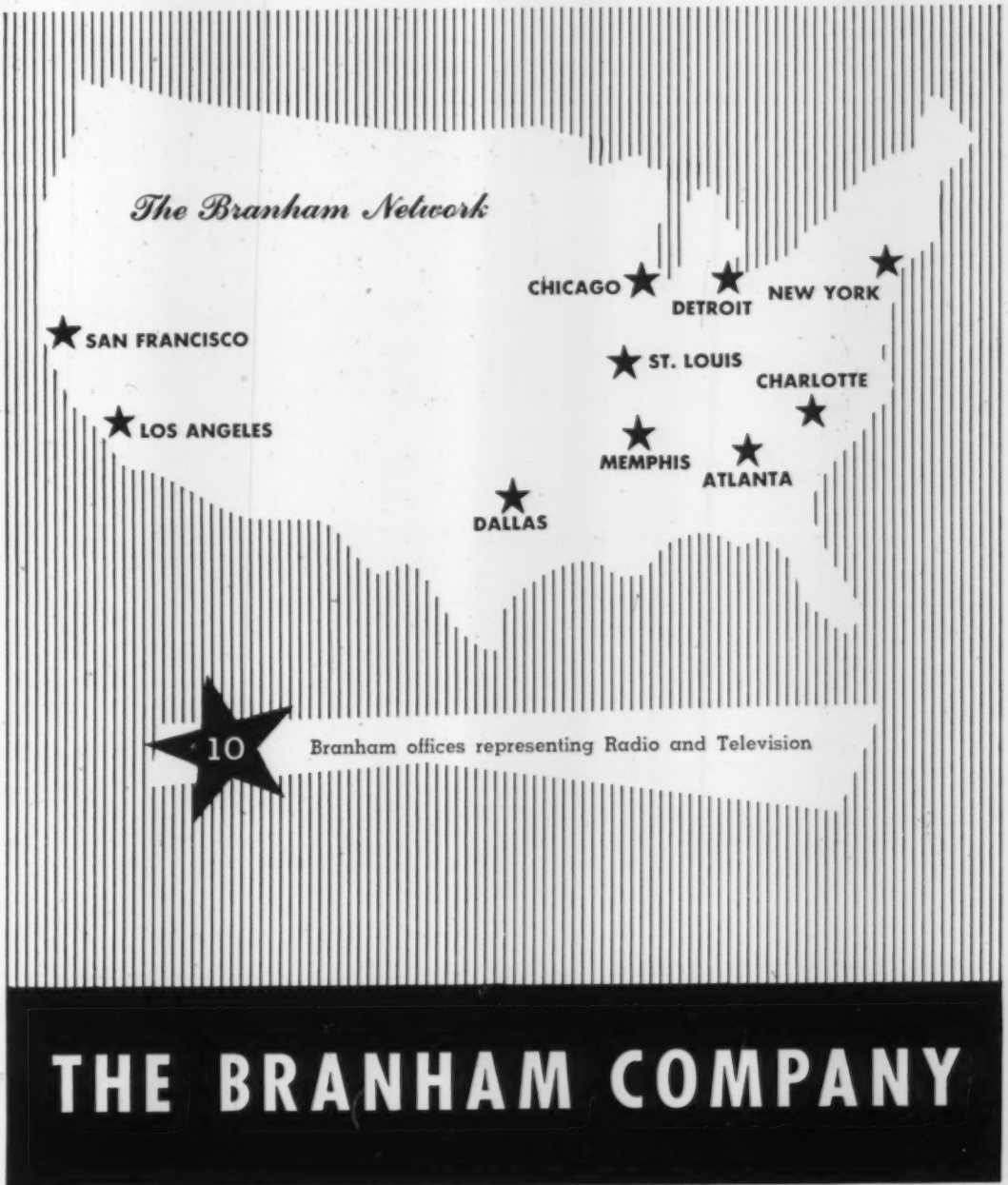
HOOVER REPORT

Extension Date Requested

THE HOOVER Commission voted last week to ask Congress for 60 additional days in which to file its report on reorganization of the Executive Branch of the Government, which includes its study of the FCC [BROADCASTING, June 21, Oct. 18, Nov. 1].

The report was supposed to be filed with Congress by Jan. 13 but the Commission will be unable to complete its work by that time. Spokesmen said the Commission proposes to submit a brief overall report sometime after Jan. 13 and then deliver some 14 or 15 topical sections of the report at the rate of about one a week.

FAHEY FLYNN, WBBM Chicago announcer, is pictured in the February issue of *Coronet*.



SIEGEL

Seeks Dropped FM Facilities

SEYMOUR N. SIEGEL, New York City's director of radio communication and general manager of WNYC, municipally-owned AM station, last week filed application at FCC for recently deleted facilities of WFMO (FM) Jersey City, N. J., dropped by Fidelity Media Broadcasting Corp. [BROADCASTING, Nov. 9, 1948].

Mr. Siegel's application requested channel 276 (103.1 mc) with effective radiated power of 1 kw and antenna height above average terrain of 250 ft. He indicated he proposed to buy, and use as is, the physical facilities of WFMO. He gave purchase price of $15,000.

WFMO was dropped by Fidelity Media Broadcasting in late October because of time-sale difficulties to support the operation. It was indicated at that time that the station represented an initial investment of $150,000. WFMO had begun broadcasting in September 1947. Firm was headed by Frank C. Wood Jr., president.

Mr. Siegel gave limited technical information in his application. References were made to files of WFMO since he proposed to use the same facilities.

THE CBS sustainer, *Robert Q. Lewis Show* is now heard five weekly instead of once a week, Mondays through Fridays, 4:30-5 p.m. EST.

ANTENNA

phasing equipment

Adjustable phase sampling loops
Isolation filters
Sampling lines
FM and AM concentric lines
Fixed capacitors
Variable capacitors
Phase sampling transformers
FM iso-couplers
Standing wave indicators
Tower lighting filters
Supports for open wire transmission lines
Pressurized capacitors
Neutralizing capacitors
Fixed inductors
Variable inductors

Write for specific information directly or through your consulting engineer.

E. F. JOHNSON CO.
WASECA, MINNESOTA

TRANSFERS

FCC Approvals Total Near $1 Million

IN A YEAREND BURST unmatched in many months, FCC last Wednesday approved 18 station transfer and assignment applications representing almost $1 million in sales prices.

For tax purposes many of the transactions needed Commission approval before Dec. 31.

The transfers included the sale of the late C. Merwyn Dobyns' KGER Long Beach and KOMB (FM) Los Angeles to John Brown Schools of California for $300,000; WILM and WILM-FM Wilmington, Del., by Alfred G. Hill and associates to Ewing B. Hawkins and members of his family for $205,000; and 49% of WIL and WIL-FM St. Louis by C. W. Benson to L. A. Benson for $137,200.

Details of the transactions given FCC approval are as follows:

KGER Long Beach, Calif., KOMB (FM) Los Angeles—Granted assignment of license for KGER and CP for KOMB from Dana Latham, executor under will of C. Merwyn Dobyns, deceased, to John Brown Schools of California Inc. for $300,000. John Brown Schools is headed by Dr. John E. Brown Sr., who owns and operates private schools in Long Beach, San Diego and Glendora, Calif., plus two others in Arkansas. KGER is assigned 5 kw fulltime on 1390 kc.

WILM WILM-FM Wilmington, Del.—Granted transfer of control of Deleware Broadcasting Co., licensee, from Alfred G. Hill and six other stockholders to Hawkins Broadcasting Co. Inc., new firm, for $205,000. Sellers are Mr. Hill, Francis H. Brinkley, Mary Francis Holton (nee Mary Francis Hill), Julia G. Hill, E. A. O'Connor, Jack B. Thompson and *Chester* (Pa.) *Times*. Mr. Hill, editor-publisher and lessor of the *Times*, together with his wife and the *Times* held two-thirds interest in WILM. Hawkins Broadcasting is owned by Ewing B. Hawkins, assistant general manager of WNBF Binghamton, N. Y., president and 40% owner; William W. Hawkins Jr., drama critic for New York *World Telegram*, vice president and secretary-treasurer, 40%. Remaining 20% is held in trust by Ewing Hawkins for his four children. WILM is assigned 250 w fulltime on 1450 kc.

WIL WIL-FM St. Louis—Granted acquisition of control of Missouri Broadcasting Corp., licensee of WIL and conditional grantee of WIL-FM, by L. A. Benson from C. W. Benson. C. W. Benson sells his 49% interest for $137,200. L. A. Benson becomes 98.04% owner. WIL operates with 250 w fulltime on 1230 kc but has grant for 5 kw on 1430 kc.

KVER Albuquerque, N. M.—Granted assignment of license and CP from Intermountain Broadcasting Co. to Westernair Inc. for $50,000. Intermountain has also been licensee of KSVP Artesia, N. M. (see below) and is permittee of KYLE Alamogordo, N. M. Westernair is owned by: William T. Kemp, one-third owner KVOU Uvalde, Tex., president-general manager and 50% owner; Robert Hinn, vice president of Consolidated Gas and Equipment Co. of Texas, vice president, 12.5%; Marian Hinn Riggs, vice president of Harvest Queen Mill and Elevator Co., Plainview, Tex., flour mill, vice president, 12.5%; Vincent Tudor, Plainview attorney, secretary, 12.5%; Harold Hinn, chairman of board of Harvest Queen Mill, treasurer-chairman of board, 12.5%. KVER is assigned 250 w fulltime on 1490 kc and holds CP for switch to 1340 kc.

KBKR Baker, KLBM LaGrande and KSRV Ontario, Ore.—Granted transfer of 50% interest in Inland Radio Inc., licensee, from Olive B. Cornett, executrix under estate of Marshall E. Cornett, deceased, to Olive B. Cornett individually. No consideration involved. KBKR is assigned 250 w fulltime on 1490 kc and KSRV and KLBM have 250 w fulltime on 1450 kc.

W S F L - F M Springfield, Mass.—Granted assignment of permit from Springfield Broadcasting Co., partnership, to new corporation of same name. Three original co-partners, Gerson Askinas, Earl G. Hewinson and Christos M. Manitas, hold 25% respectively in new firm. Louis Lake, brother-in-law of Mr. Manitas, buys 25% interest for $25,000.

WLPM WLPM-FM Suffolk, Va.—Granted transfer of control of Suffolk Broadcasting Corp., licensee of WLPM and permittee of WLPM-FM, from Abraham Brody to Leo Brody. Abraham Brody sells his brother 51 of his 54 shares for $5,100. Leo Brody, already holding a single share, thus becomes 49.1% owner. Leo Brody is 25% owner WGNI Wilmington and 10% owner WKNS Kinston, N. C., and 20% owner WNOR Norfolk, Va. WLPM is assigned 250 w fulltime on 1450 kc.

WJJW (FM) Wyandotte, Mich.—Granted transfer of control of Wyandotte News Co., licensee, from C. Lee Edwards to Strauss Gantz for $92,220. Mr. Edwards, 74.1% owner, sells 66.04% interest to Mr. Gantz, who for past 10 years has been vice president and general manager of the News Company. Mr. Gantz has held minor interest. WJJW is assigned Class A Channel 276 (103.1 mc).

WDAR WDAR-FM Savannah, Ga.—Granted transfer of negative control over WDAR Inc., licensee of WDAR and permittee of WDAR-FM from A. C. Neff to Nephew K. Clark. Mr. Clark buys 40% interest for $12,000. Each becomes 50% owner. WDAR is assigned 250 w fulltime on 1400 kc.

KFSA Fort Smith, Ark.—Granted assignment of license from Donald W. Reynolds, sole owner and licensee, to Southwestern Pub. Co., owned by Mr. Reynolds. No consideration involved. KFSA is assigned 1 kw day, 500 w night on 950 kc.

KOLE Port Arthur, Tex.—Granted assignment of license from Port Arthur Broadcasting Co. to new partnership of same name and including two of four present partners. Grady R. Harrower and Branch C. Todd sell their respective 25% interests for $12,000 each, to continuing partners, Socs N. Vratis, general manager, and Mary A. Petru, program director. KOLE is assigned 250 w fulltime on 1340 kc.

WRQN Vidalia, Ga.—Granted assignment of license from Vidalia Broadcasting Co. to new partnership of same name and including two of former four co-partners. M. F. Brice and R. E. Ledford pay $5,871 for 25% interests relinquished by R. W. Sockwell and estate of late W. O. Davis. WRQN is assigned 250 w fulltime on 1450 kc.

WTUX WTUX-FM Wilmington, Del.—Granted acquisition of negative control of Port Frere Broadcasting Co., WTUX licensee and WTUX-FM permittee, by Gordon MacIntosh and Edward R. Robinson. Messrs. MacIntosh and Robinson each had held 45% interest and in 1946 acquired additional 5% each from retiring J. M. Frere. Present application covers that transaction, inadvertently overlooked, FCC reported. WTUX is assigned 500 w day on 1290 kc.

W K N K Muskegon, Mich.—Granted assignment of N-K Broadcasting Co., licensee, from Nicholas William Kuris and Steven Claude Garcia to Mr. Kuris individually. Mr. Garcia had no monetary interest in station. WKNK is assigned 1 kw day on 1600 kc.

W H O P Hopkinsville, Ky.—Granted acquisition of control of Hopkinsville Broadcasting Co. Inc., licensee, by F. E. Lackey. Pierce E. and Montana L. Lackey, each 4% owner, and Paducah Broadcasting Co. Inc., licensee of WPAD Paducah, Ky. and 78.67% owner, sell their holdings to Hopkinsville Broadcasting for $52,508. Stock is retired as treasury stock and F. E. Lackey becomes sole owner. Paducah Broadcasting is controlled by Pierce E. Lackey. WHOP is assigned 250 w fulltime on 1230 kc.

KSVP Artesia, N. M.—Granted assignment of license from Intermountain Broadcasting Co. to Artesia Broadcasting Co., new corporation in which majority of stock is held by local people. Consideration is $50,000. Artesia Broadcasting principals include: Martin Yates III, oil producer, president and owner of 100 shares; T. E. Brown, owner of plumbing supply house, 60 shares; and S. P. Yates, oil well drilling contractor, 100 shares. Martin Yates Jr. holds 102 shares and remaining 217 shares are held by 23 local businessmen and firms. KSVP is assigned 250 w fulltime on 1450 kc. Intermountain is permittee of KYLE Alamogordo, N. M., and has sold KVER Albuquerque (see above).

KWOC KWOC-FM Poplar Bluff, Mo.—Granted assignment of license for KWOC and permit for KWOC-FM from Radio Station KWOC to new partnership of same name and composed of two of former three partners. A. L. McCarthy and J. H. Wolpers buy, and share equally, one-third interest of O. A. Tedrick for $25,000. KWOC is assigned 250 w fulltime on 1340 kc.

W M I Q Iron Mountain, Mich.—Granted transfer of control of Iron Mountain-Kingsford Broadcasting Co., licensee, from Frank J. Russell Jr., William F. Russell and Leo G. Brott to Iron Mountain Pub Co. for cost, $25,000. Sellers each transfer 25% interest. Iron Mountain Pub. Co. publishes daily *News* there, and is controlled by Russel family. WMIQ is assigned 250 w fulltime on 1450 kc.

AT&T's WILSON

Reports on '48 Activities

LEROY A. WILSON, president of American Telephone and Telegraph Co., said in a yearend statement that nearly a billion and a half dollars was spent by Bell last year on new construction, including coaxial cable and radio relay facilities. He also reported telephone rates must be increased so earnings will be sufficient to attract new capital for expansion.

Among accomplishments cited in the past year was the Bell Laboratories' development of the transistor, tiny metal cylinder capable of performing nearly all functions of a vacuum tube, yet having no glass, vacuum or filament. Another development applied to mobile radio-telephone, was the technique of spacing radio frequencies closer together without mutual interference, thus permitting greater economy in the use of certain frequency bands.

FOR RESULTS

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 in Savannah **WSAV**

630 kc. 5,000 watts Full Time

Represented by Hollingbery

FIVE AM GRANTS

WHJB CP Reinstated

CONSTRUCTION PERMITS for five new AM stations—three fulltime and two daytime only—have been granted by FCC.

Big Sandy Broadcasting Co., Paintsville, Ky., headed by ex-Rep. W. Howes Meade (R-Ky.), local attorney, received construction permit for 250 w fulltime on 1490 kc.

Logansport Broadcasting Corp., Logansport, Ind., including group of Washington radio lawyers, received CP for 250 w fulltime on 1230 kc. Holding 20% interest each are William A. Porter, Robert M. Booth and Herbert M. Bingham of Bingham, Collins, Porter & Kistler, Washington. Logansport had been in hearing with Kosciusko Broadcasting Corp. on possible interference. Kosciusko was granted 250 w daytime on 1220 kc at Warsaw, Ind.

Pittsburgh Radio Supply House, licensee of WJAS Pittsburgh, last week was granted reinstatement of its CP for WHJB Greensburg, Pa. WHJB is assigned 500 w night, 1 kw day on 620 kc, directional. The permit had expired.

Meanwhile, the Commission last week also granted in part a petition of James Madison Broadcasting Corp., applicant for 250 w fulltime on 1340 kc at Orange, Va. Commission approved request to modify an issue of its consolidated hearing with Harrisonburg Broadcasting Co., which seeks same facilities at Harrisonburg, Va. However FCC at same time removed Harrisonburg Broadcasting from the case with respect to all issues therein and consolidated it with County Broadcasting Service, Mount Jackson, Va., also seeking 1340 kc.

Issue modified concerns whether or not James Madison Broadcasting application was filed to block "establishment of a competitive" station to WSVA Harrisonburg. The Mount Jackson applicant is owned by Frank U. Fletcher, Washington radio lawyer and part owner of WARL Arlington, Va.

The new station grants and respective ownership details follow:

Alamosa, Col.—San Luis Valley Broadcasting Co., 1490 kc, 250 w, daytime; estimated cost $29,000. Principals: Raymond F. Fletcher, publisher and 29% owner of daily *Alamosa Courier*, president and 13%; Dorothy Mae Fletcher, 20% owner of *Courier*, secretary 13%; Margaret Alice Fletcher, teacher, treasurer 25%; Ray F. and Mary E. Barnes, owners Elwood, Ind., *Call Leader* and 51% owner of *Courier*, respectively vice president 25% and assistant secretary 24%.

Brownfield, Tex. — Terry County Broadcasting Co., 1050 kc, 250 w, unlimited; estimated cost $15,300. Partnership: Sterling Jake Parrish, insurance agent, 45%; Mike Allen Barrett, owner-publisher weekly *Brownfield News*, 45%, and Esther Constance Parmelee, office manager of Dallas law firm of Gormley, Bohannon, Ragsdale & Prescott, 10%.

Paintsville, Ky.—Big Sandy Broadcasting Co., 1490 kc, 250 w, unlimited; estimated cost $14,150. Partnership: ex-Rep. W. Howes Meade (R-Ky.), five-eighths owner; Dr. James W. Archer, physician, one-quarter owner, and Herbert J. Morgan, employed by National Supply Co., one-eighth owner.

Logansport, Ind.—Logansport Broadcasting Corp., 1230 kc, 250 w, unlimited. Principals (each 20%): John C. Cotner, secretary-treasurer Tec Engineering Corp., consulting engineering firm, president; Glenn C. Miller, local attorney, secretary-treasurer; William A. Porter, Robert M. Booth and Herbert M. Bingham, of Washington law firm of Bingham, Collins, Porter and Kistler.

Warsaw, Ind.—Kosciusko Broadcasting Corp., 1220 kc, 250 w, daytime. Principals: Josiah M. Autenrieth Jr., general manager of Manistee Radio Corp., AM applicant at Manistee, Mich., president and 45% owner; Virgil A. McCleary, optometrist, vice president 6.7%; Howard J. Beck, chief engineer of WGL Fort Wayne, Ind., secretary-treasurer 45%, and Porter P. Williamson, attorney, assistant secretary 3.3%.

Sales Meeting

FOLLOWING ABC broadcast of *My True Story* today from 10-10:25 a.m., Libby, McNeill & Libby, sponsor of the five times weekly show, will hold its first sales meeting of 1949 in the ABC Radio City studios. More than 100 salesmen will hear A. Rogers, advertising manager, and P. J. Asendorf, sales manager, outline the company's 1949 advertising plans.

NEW YORK FM

Bid by Church Withdrawn

CONSENT has been granted by FCC to formal petition of Radio Corp. of Board of Missions and Extension of the Methodist Church requesting withdrawal from the competition for remaining four Class B FM channels in the New York area. Four applicants remain.

The church group earlier had indicated its intention of withdrawing from the proceeding and did not participate in the hearing held by the Commission in New York Dec. 13-14. Non-technical evidence was received. James D. Cunningham, FCC hearing examiner presiding in the case, indicated last week that the hearing would be completed and the case closed as quickly as possible. Engineering testimony is to be received in Washington Jan. 25.

The four applicants remaining in the proceeding, involving the four Class B channels reserved for later assignment at the reallocation of FM several years ago, include: Debs Memorial Radio Fund Inc. (WEVD), Atlantic Broadcasting Co. Inc. (WHOM), Crosley Broadcasting Corp. (WINS), all New York, and Ebbits-McKeever Exhibition Co. (Brooklyn Dodgers), Brooklyn.

The Methodist Church had participated in the original New York FM proceeding and at one time held a grant for one of the five channels then assigned. This decision was subsequently set aside and revised [BROADCASTING, April 12, 1948]. WEVD also had taken part.

Wasser to Produce

PRODUCTION of the opening show for WDTV(TV) Pittsburgh, which begins operation Jan. 11 [BROADCASTING, Dec. 27], will be handled by Pete Wasser of the Pete Wasser Co. Mr. Wasser has been appointed to handle the production and promotion of the inaugural show only.

SURE,

some Chicago stations

can "reach" South Bend

...but the audience

LISTENS

to WSBT!

You want listeners, not merely signal strength, for your radio dollars. Listeners are what you get on WSBT. This station is the overwhelming choice of listeners in the South Bend market. No other station—Chicago, local, or elsewhere—even comes close in Share of Audience. Want proof? See Hooper.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

NORC

Book Analyzes Second Study

SECOND declaration by American listeners in favor of privately operated broadcasting was formally unveiled last week when distribution was started of a book *Radio Listening in America*. The book analyzes in detail the findings of the second nationwide study conducted by National Opinion Research Center, U. of Chicago, at request of the NAB.

The study was construed as a "stay out" order to the government, based on the exhaustive analysis of audience opinion (details carried in BROADCASTING, March 8, 1948). The details are provided in the book, written by Paul F. Lazarsfeld and Patricia L. Kendall.

Radio occupies the same place it had in American hearts in 1945, according to the survey. The 1945 study had shown that the public likes its radio, doesn't like government regulation and only a minority dislikes the advertising that makes U. S. radio possible.

In the second study, conducted in 1947, this viewpoint was reiterated with two changes. First, there is a slight decline in enthusiasm for the job radio is doing, ascribed to the fact that the nation was conscious of radio's wartime service during the 1945 study, and secondly there is evidence that the public depends less on radio for its news now that the war is over.

Dr. Lazarsfeld's position in the new book is that radio critics are very much in the minority but this minority is a highly educated group whose views should receive correspondingly greater recognition.

At NAB it was explained that the NORC studies are the only voluntary, impartial and frank analyses of public opinion conducted on behalf of any of the leading media.

As analyzed by Dr. Lazarsfeld the new survey probes public attitudes toward advertising, singing commercials, market for serious and educational programs, and government regulation along with other topics.

The study was based on a scientific sample of the population. It showed that 70% of the people believe radio is doing an excellent or good job in their communities. This compares with 59% saying that schools are doing excellent or good jobs, 63% approving the work of newspapers, 42% rating local government excellent or good, and 76% believing churches are doing excellent or good work.

Oppose Regulation

Seventy-six percent oppose federal regulation of radio advertising, 65% oppose control of controversial issue programming, 67% are against control of over-all educational programming, 59% oppose government control of accuracy of radio news and 52% oppose control of station profits.

The survey revealed that 76% prefer radio programs as they now are (sponsored by advertisers) to paying a $5 annual program license fee to get the same programs, were that possible.

A tiny minority, only 9%, is opposed to advertising on the radio, Dr. Lazarsfeld noting that the whole set of facts regarding the listeners' attitude toward commercials duplicates almost completely the findings of the first survey.

Prentiss-Hall Book

The book is published by Prentiss-Hall, New York ($2.50) and will be on sale through normal book-selling outlets. Many copies are being mailed individuals and institutions.

The authors have written chapters on The Communications Behavior of the Average American, Programs and Their Listeners, The People Look at Radio (overall appraisal, annoyances and dissatisfactions, fairness), Some Observations on Advertising, Toward an Even Better Radio.

SMALL TOWN TV

Store Owner Boosts Sales

IN THE SMALL town of Reno Beach, Ohio, there is an even smaller general store whose owner, Mike Kepler, has big-city promotion ideas.

Recognizing television's popularity, Mr. Kepler increased his holiday business considerably by utilizing WSPD-TV Toledo's *Santa Show*—but not by the conventional method of buying time. He merely installed a new TV set in his store and invited the neighbors to "come on down and watch the show."

Mr. Kepler reports his store is jammed every Tuesday and Thursday night. And WSPD-TV is happy, too, for Reno Beach has become TV-conscious.

SNOW TROUBLE

KBIO Helps Out

WHEN one of the worst snow storms ever experienced in Cassia and Minidoka counties, Idaho, struck last month, KBIO Burley stepped in to help school children return home safely.

As the storm struck in midmorning, calls began to come in from worried parents. To help answer the many questions, schools were contacted and their schedule of busses broadcast during the noon news period.

When the students started home, the station carried such announcements as this: "School Bus number 7 has just gone by Brady's place, letting off the Brady children. The bus will turn south to Earl Frymiller's place. . . ."

"Parents are requested to meet the busses," ran another announcement.

All the children were returned home safely and the following day Burnell Wrigley, assistant superintendent of schools, commended the station in a statement in the local paper.

Sponsorless Xmas

WITH the cooperation of all sponsors, WDOV Dover, Del., presented its Christmas day schedule with no commercial mentions. The entire day's programming was in the Christmas tradition, according to Courtney Evans, station owner, with no commercial announcements at any time. Christmas programs, music and operas were offered, including a two hour presentation of "The Messiah," by Handel.

LEAFING through WNEW New York's "kit" dealing with station's "Little Songs About UN" is Peter Aylen, director of United Nations' radio division. Shortly after Mr. Aylen read the book in council chambers of UN headquarters at Lake Success, songs were premiered during a special broadcast.

SPICED STUDY

Sports Part of TV Course

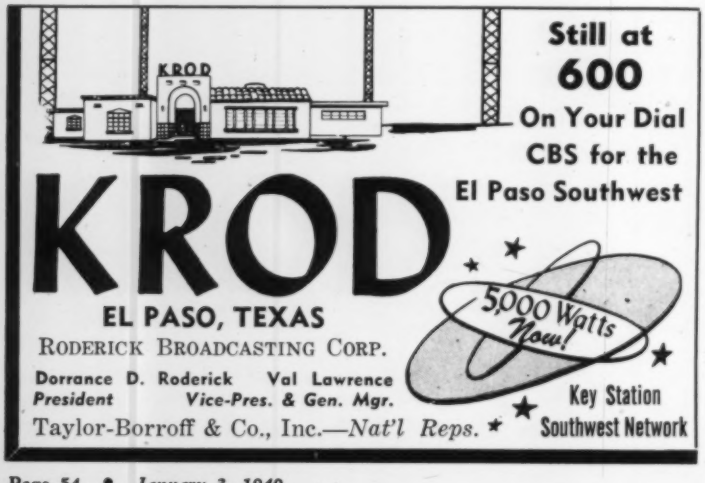
THE CURRICULUM for students at the Twin City Television Labs., Minneapolis, is a sports fan's dream since the school launched the first of a series of full scale remote closed circuit telecasts covering all phases of program production.

The television lab's mobile unit, with a DuMont two-camera chain, was taken to the Hamline-North Dakota State conference basketball game. Cameras, monitor equipment and special receivers were set up to offer 48 students an opportunity to do an actual remote with the camera in the course of their training.

Ernest S. Colling, former NBC senior TV program director, now serving as director of training at the lab, indicated that remotes will constitute a vital part of the training for program directors, announcers, cameramen and writers. The next closed circuit television pickup is planned for one of the hockey games in the St. Paul Auditorium.

Penalty for TV

WIDESPREAD talk about television sets for everything from cars to airplanes has brought reaction from Conn. State Rep. Louis A. Lemaire Jr. According to a *New York Herald Tribune* story of Dec. 14 Rep. Lemaire has written a bill providing a $1,000 fine for anyone putting a television set in an automobile or train. The bill will be introduced at the coming session of the Connecticut Legislature.



KY. BASKETBALL

Oil Firm Sponsors Games

WLAP Lexington will be key station for broadcasting of U. of Kentucky basketball games this season by a 17-station Kentucky sports network. A similar network carried all 1948 U. of Kentucky football games.

Ashland Oil & Refining Co., Ashland, Ky., has signed to sponsor the basketball series. Arrangements were completed recently by Willis Munro, advertising manager of the oil firm; J. E. Willis, general manager of WLAP, and Bernie Shively, U. of Kentucky athletic director.

J. B. Faulconer, WLAP sports director, will handle the play-by-play on the games. The following stations will carry the series: WLAP, WFKY Frankfort, WINN Louisville, WCMI Ashland, WFTM Maysville, WHIR Danville, WSFC Somerset, WCCT Corbin, WKIC Hazard, WHLN Harlan, WOMI Owensboro, WHOP Hopkinsville, WLBJ Bowling Green, WPAD Paducah, WSON Henderson, WNBS Murray and WKAY Glasgow.

Mrs. Ola Jolliffe

MRS. OLA JOLLIFFE, wife of Dr. Charles B. Jolliffe, executive vice president in charge of the laboratories division of Radio Corp. of America, died Christmas day in a Princeton, N. J., hospital. Mrs. Jolliffe, a native of West Virginia, lived in Washington, D. C., from 1926 to 1935, when her husband was chief engineer of the Federal Radio Commission and its successor, FCC. Besides her husband, she is survived by twin daughters, Mrs. Arthur T. Clements of Princeton, and Mrs. Logan Bostian, Mendham, N. J. Funeral services were held at the First Presbyterian Church in Princeton last Monday (Dec. 27). Burial also was at Princeton.

Completing arrangements for sponsorship of games are (l to r): Mr. Shiveley, Mr. Munro, Mr. Faulconer (rear) and Mr. Willis.

WESTINGHOUSE

Outlets to Free & Peters

WESTINGHOUSE Radio Stations Inc. has announced the appointment of Free & Peters Inc. as national sales representative for its six radio properties. The stations are KDKA Pittsburgh, WBZ Boston, WBZA Springfield, Mass., KYW Philadelphia, WOWO Fort Wayne, Ind., and KEX Portland, Ore.

The sales representative firm maintains offices in Atlanta, Chicago, Detroit, Fort Worth, Hollywood, New York and San Francisco. Home offices of Westinghouse, a subsidiary of Westinghouse Electric Corp., are located in Philadelphia.

AFA Booklet

THE ADVERTISING Federation of America has just released a folder, *Some Questions and Answers About Advertising*. Covering radio and other media, the booklet answers such questions as: "How much is spent for advertising in the United States?"; "Doesn't advertising add to the cost of the goods advertised?"; "What about the claim sometimes made, 'We save by doing no advertising and pass the savings along to you'?"; "Does advertising have anything to do with our high standard of living?" and "What would happen if advertising were discontinued?" Available through the AFA at 330 West 42 Street, New York City, prices start at ten copies for 50¢.

Robinson-Whiting

FULL-SCALE CBS wedding was held Wednesday, Dec. 29, at Las Vegas, Nev., when Hubbell Robinson Jr., CBS vice president and director of programs, married Margaret Whiting, singing star of the network's *Club 15*. Harry Ackerman, Columbia's Hollywood director of network programs, was best man, while Barbara Whiting, the bride's sister, and star of *Junior Miss*, CBS Lever Bros. series, was maid of honor.

Management

WILLIAM C. FRANKLIN has been appointed manager of WMMW and WMMW-FM Meriden, Conn. He was formerly manager of WNAF Providence, R. I.

HUGH B. TERRY, manager of KLZ Denver, has been appointed one of seven board members of Denver's permanent board of health and charities.

JOSE FERRERAS has accepted post of manager of WITA San Juan, P. R. He was formerly with Publicidad Astra, Porto Rican advertising agency.

JOHN A. KENNEDY, president of WCHS Charleston and WSAZ Huntington, W. Va., and editor and publisher of the San Diego (Calif.) *Daily Journal*, has been in contact with President Truman concerning the establishment of an over-all agency looking toward a solution of the acute water shortage in the West and Southwest. A plan program was suggested to President Truman in a letter from Mr. Kennedy on Dec. 17, 1948. The 21st of last month marked the 20th anniversary of signing of the Boulder Canyon Project Act by President Coolidge.

JOSEPH M. TROESCH, assistant manager of WSTV and WSTV-FM Steubenville, Ohio, received the American Legion public service citation on the station's behalf, for its airing of the American Legion's *Decision Now* program for past two years. Citation was presented by Argonne Post 33 of Steubenville.

JOHN BALLANTYNE, chairman of the board of Philco Corp., Philadelphia, is serving as chairman of the program committee for the return of the Freedom Train to Philadelphia, early in January.

ROBERT R. NELSON, former program director of WARD and WARD-FM Johnstown, Pa., has been promoted to station manager.

S. CARL MARK, executive vice president and general manager of WTTM Trenton, N. J., is the father of a boy.

AT RADIO Executives Club Christmas party in New York, Carl Haverlin (l), president of BMI, calls out a prize winner. With him is William S. Hedges, NBC vice president, who assisted as a ticket drawer.

IN THE *Unique* SPOKANE MARKET

One of America's Outstanding Markets, the Spokane Area Excels in All 7 Points Surveyed By Sales Management.

• From Data Copyrighted 1948 by Sales Management. Further Reproduction Not Authorized.

KGA's 50,000 WATTS of *Protected Persuasive Power* Extends and Increases the Market

• Any Petry Man Has the Facts

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

NEW HOOPER SERVICE

Compares Ad Pull

C. E. HOOPER's sixth and "ultimate" service was announced last Tuesday by C. E. Hooper, president. The latest service is a comparison of radio advertising effectiveness, reported in the form of a comparative index to the use of advertised products in listening and non-listening homes to individual network programs.

This new service will be accomplished, Mr. Hooper explained, "by turning our listener-diary cross-section sample of U. S. radio homes into a consumer panel upon completion of the listening measurement.

"The first such study of effectiveness will proceed immediately after receipt of the January-February 1949 filled-in listener-diaries from over 3,000 homes representing a cross-section of U. S. radio families. Using our Consumer Service Bureau letterheads, we will inquire which brands, in each of a dozen product classifications, are in use in those diary homes.

"Upon receipt of responses the matching of listener and non-listener homes to individual programs against products used involves a simple IBM card-sorting operation."

Announced at Party

Announcement was made at the annual Hooper pre-Christmas luncheon for the radio, advertising and amusement industry press, breaking the no-news tradition of those luncheons. Mr. Hooper also announced at that time that NBC has subscribed to U. S. Hooperatings following months of detailed investigation of the methods by which they are obtained and examination of the resultant findings. Other advance subscribers to these projectable ratings include General Mills, Gulf Oil Corp., Dancer-Fitzgerald-Sample, Gardner Advertising Co., Newell-Emmett Co., he said.

"But more impressive than the identity of subscribers is the process by which some organizations have arrived at their decisions not to subscribe," Mr. Hooper stated. The absence of "truly national network audience measurements" plus the BMB 1948 network audience figures "which minimized the differences in audience size between networks," have, he said, led to a conclusion that all network programs are truly national in coverage.

Contrast between BMB and Hooper network audience measurements is shown in the following tables:

BMB Nighttime (1946)

Network	Radio Families
NBC	31,128,000
CBS	27,681,000
ABC	22,057,000
MBS	19,162,000

Maximum once-a-week evening program audience for each network during January-February 1948, according to the first U. S. Hooperating report was:

Network	Program	Listening Homes
NBC	McGee & Molly	9,349,000
CBS	Radio Theatre	8,612,000
ABC	Walter Winchell	5,832,000
MBS	Nick Carter	3,499,000

Average evening audiences listening to once-a-week evening network programs, according to the same U. S. Hooperating report were:

Network	U. S. Hooperating	Listening Homes
NBC	14.7	5,557,000
CBS	10.50	3,950,000
ABC	7.14	2,686,000
MBS	4.30	1,618,000

Declaring that U. S. Hooperatings provide the base for cost-per-listener computation which BMB did not furnish, Mr. Hooper added: "In addition to greater efficiency in use of networks on present programs, analysis of U. S. Hooperatings report by advertisers is revealing new possibilities for the placement of additional programs. Involved is the matching of 'city'-appeal programs against opposing networks' 'rural' appeal programs."

Audimeter Criticism

Next turning his attention to the Nielsen Audimeter measurements, Mr. Hooper declared that "the Audimeter cannot but fail to comprehend" the differences in station service due to engineering factors. "The ability of a listener to hear a station bears an absolute relation to the distance and in some cases . . . the direction of his home from the transmitter.

"Though the Audimeter sample might qualify as conforming to controls such as size of community, size of family, income of family, etc.," Mr. Hooper stated, "to date the necessity of collecting tapes and otherwise servicing the Audimeters has precluded its sample being distributed with true representation of the distance and direction of the listeners' homes from the transmitters.

"It, therefore, has failed to sample network radio's major variable. Proof of this failure became apparent when U. S. Hooperatings were compared with Audimeter ratings last spring. This occasioned the Nielsen announcement of a proposed reshuffle of his Audimeter sample and announcement of the adoption in the future of a tape 'mailing device.'

"But the mailing device is not going to solve the problem. For the receipt of mail is days slower from remote places than from big cities. To meet his announced schedule of publication dates it appears self-evident that Nielsen must either (A) publish without evidence of listening in remote sections or (B) await such arrivals and as a result furnish a slow rather than a fast service.

"To make either concession would result in the Audimeter service failing to live up to the promises in its prospectus."

Criticizing the Audimeter as "a measurement of tuning, not listening," Mr. Hooper charged that "the Audimeter produces a different proportion of tuning and listening in the rating published for each period of the day and for each network. The result is complete lack of comparability of Audimeter results between different daytime periods, between day and evening periods, between different evening periods and between evenings."

Mr. Hooper's own proposed use of an electronic device is for television, not radio, he said, as "we observe coincidence between tuning and looking which does not exist between tuning and listening."

STAATS COTSWORTH, mystery-solving newspaper photographer in CBS *Crime Photographer* series for past five years, will emcee Eastern Press previews of *Popular Photography's* nation-wide $60,000 contest which opens Feb. 9 for three weeks at Museum of Science and Industry, New York.

Commercial

WPIK Alexandria, Va., has announced that as of Jan. 1, it will act as its own representative.

ROBERT HOAG, TV sales coordinator at KTSL (TV) Hollywood, has been appointed sales manager.

HENRY FLYNN, CBS Hollywood radio sales representative, is the father of a boy, Stephen Patrick.

HENRY UNTERMEYER, account executive at WCBS New York, and Adele Ellen Wells have announced their engagement.

MARTIN L. NIERMAN, Alaska Radio Sales Manager for Pan American Broadcasting Co., and Maxine Stark were married on Christmas Day.

YOUR OWN TAILORED

RADIO ALBUM

AT NO COST TO YOU

Take advantage of the know-how gained by our personnel in almost 10 years of preparing and publishing radio picture albums utilized profitably by nearly 200 stations . . . coast to coast! New plan distributes albums throughout your broadcast area . . . at no cost to you . . . at no cost to your listeners. Will produce new accounts . . . increase station revenue.

for exclusive representation in your city . . . write or phone 4-3262

American RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

NBC AFFILIATE

WORZ

ORLANDO FLORIDA

1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

1948 TOP NEWS

NBC Dramatizes Best Ten

THE TEN best news stories of 1948, as selected by NBC's news and special events editors, were to be dramatized Sunday, Jan. 2, (2:30-3:30 p.m.) with Robert Trout as narrator.

Stories chosen were: (1) Truman Victory, (2) Cold War, (3) Birth of Israel, (4) Inflation in America, (5) Deterioration of Chinese Situation, (6) U. S. Spy Investigations, (7) Assassination of Gandhi, (8) Death of Babe Ruth, (9) Bogota Revolution, (10) The Year in Sports.

Recorded voices of President Truman, Henry Wallace, Glenn Taylor, Thomas Dewey, Robert Simpson giving an eye-witness account of the Gandhi slaying, and the key figures in the spy investigations were to be heard on the show, which was to replace, for yesterday only, the *NBC University Theatre*.

ABC RENEWALS

Three Are Re-Signed

GOODYEAR Tire & Rubber Co., Norwich Pharmacal Co. and Whitehall Pharmacal Co. each have signed 52-week renewal contracts with ABC, it was announced last week.

Goodyear, through Kudner Agency, New York, has renewed its award-winning Sunday series, *The Greatest Story Ever Told*. It will sponsor the program at its 6:30 p.m. time over 22 ABC stations. Renewal became effective Jan. 2.

Norwich, also renewing on a coast-to-coast basis over 210 stations, will again sponsor *The Fat Man* Fridays at 8 p.m. The contract, effective Feb. 3, was placed through the Lawrence C. Gumbiner Advertising Agency, New York.

On the Pacific Coast ABC network of 17 stations, Whitehall has renewed its sponsorship of the Monday-through-Friday broadcasts of *Zeke Manners* at 10:45 a.m. The agency is Dancer-Fitzgerald-Sample, Hollywood.

WSLI
JACKSON
MISSISSIPPI
5000
WATTS
Day and Night
930 K.C.
Mississippi's
Most Powerful
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

JACK BENNY (second from left) and his wife Mary Livingston (r) pay a visit to CBS headquarters in Hollywood which became their new radio home when the Benny show moved to CBS Jan. 2. In the welcoming party are (l to r): Hilliard Marks, producer of the Benny program; A. E. Joscelyn, director of operations for KNX Hollywood and the Columbia Pacific Network; Les Bowman, manager of technical operations, CBS Western Division, and George McCaughna, manager of building operations.

RADIO NEWS

Covered in New Book

NEWS BY RADIO. By Mitchell V. Charnley. 403 pp. New York: The Macmillan Co. $4.00.

MITCHELL CHARNLEY of the U. of Minnesota has just released, through Macmillan, *News by Radio*. The book covers the subject from all angles, giving a good working knowledge of the field to practitioner and layman alike.

News by Radio describes special practices, principles and characteristics developed in radio news' short life. It evaluates them in the light of their effectiveness or failure. And it suggests methods of achieving and expanding the effectiveness of radio news and of avoiding failures.

A few of the subjects covered include the operation of a radio newsroom; getting the news together from various sources and writing it; local new coverage; special events and coverage of special fields, and laws covering radio news.

TRUMAN TOPS

WJZ-ABC News Story List

THE TRUMAN upset has been labelled by WJZ New York and ABC news editors in six bureaus in this country as the top news story of 1948, John Madigan, WJZ-ABC's national news editor, has revealed.

Following is the list of the ten top news stories of the year selected by WJZ-ABC:

1. Election of President Truman
2. Berlin Crisis
3. Chinese War
4. Communist Failure in Italy
5. Communist Triumph in Czechoslovakia
6. Approval of the Marshall Plan
7. Kosenkina Case and Its Aftermath
8. War in Palestine; Assassination of Count Bernadotte
9. Death of Babe Ruth
10. Spy Investigations; Bentley; Hiss-Chambers

The 10 leading news events covered by television this year were:

1. Election of President Truman
2. Philadelphia Political Conventions
3. Metropolitan Opera Openings
4. Hiss-Chambers Hearings
5. World Series
6. President Truman's Return to Washington
7. Special Session of Congress
8. Louis-Walcott Bout
9. Kosenkina Case
10. UN Coverage; Lake Success and Flushing

New Film Process

WESTERN Electric Co. on Jan. 6 will demonstrate to newsmen a new film recording process developed by the company which believes it to be "of special significance in the recording of films for television." Demonstration will be held at WE headquarters in New York, 195 Broadway.

News

DAN RAFFERTY, MBS Chicago announcer, has joined WQUA Moline, Ill., as night news editor.

DR. GREGOR ZIEMER, former educational director of Town Hall, New York, and commentator for WLW Cincinnati, Ohio, and author of several books, has joined WRVA Richmond, Va., as news commentator.

Dr. Ziemer

BOB KELLY, news director at WDEL Wilmington, Del., has resigned to accept post of executive secretary to Sen. J. Allen Frear Jr. (D-Del.). Mr. Kelly joins Sen. Frear in Washington today (Jan. 3).

SHELDON H. GROSS, local news and special events director at WFPG Atlantic City, N. J., is the father of a boy, Byron Jay.

BEN DUFFY, president of BBDO, New York, will be featured speaker at a dinner, celebrating 40th anniversary of Pittsburgh Adv. club to be held in Roosevelt Hotel on Jan. 25.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

FIRST!

For over 24 years, WDBJ has maintained FIRST place in PRESTIGE, COVERAGE, SERVICE and LISTENERSHIP in Roanoke and most of Southwest Virginia.

Ask Free & Peters!

WDBJ
CBS · 5000 WATTS · 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC. National Representatives

Allied Arts

MORTIMER PALITZ, formerly a musical director at Columbia Records Inc., is rejoining company in Hollywood as associate director of artists and repertoire.

ARTHUR E. GOLDMAN has been appointed vice president in charge of television and radio sales of Prockter Productions, New York. He was formerly an account executive for Biow Co., New York.

Mr. Goldman

GEORGE F. MAEDEL has been elected vice president and general superintendent of RCA Institutes Inc., New York. Mr. Maedel has been with organization since 1933.

V. C. HAVENS has been appointed assistant general sales manager of Crosley Division, AVCO Mfg. Corp., Cincinnati.

Mr. Havens

FRANK GOODMAN has resigned as district sales manager for Andrea Radio Corp., Long Island City, N. Y.

L. M. SALISBURY has resigned as administrative manager of Broadcast Receiver and Television Division of Bendix Radio, Towson, Md. Mr. Salisbury had been with Bendix since April 1945. He has announced no future plans.

DST Ends in Calif.

A GENERAL re-adjustment of program schedules occurred in California Jan. 1 when that state brought to a close its Daylight Saving Time and returned to Standard Time. California went on Daylight Saving Time early last summer when insufficient rainfall during the previous winter season caused power shortages.

FM DELETIONS

Five Turn in CPs

DELETION of construction permits for five FM stations was granted by FCC last week, all upon request of station owners. Two of the FM outlets were reported dropped for economic reasons.

Lewiston-Auburn Broadcasting Corp., licensee of AM station WLAM Lewiston, Me., turned in its FM permit for WLFM because it did not feel FM "could be placed on a sound basis for years to come and desires to devote profits to improvement of its AM programming rather than to unprofitable FM operation," FCC said.

The Corinth Broadcasting Co., licensee of AM station WCMA Corinth, Miss., relinquished its authorization for WCMA-FM. FCC said "applicant believes it is economically unsound at present time to continue with FM" and will devote time and facilities to improving its AM operation.

Greenville Broadcasting Co., licensee of WGTC Greenville, N. C., turned in its permit for WGTC-FM "as the company is now engaged in the preparation of an application for assignment of license to Carolina Broadcasting System Inc.," Commission reported. Carolina Broadcasting was not identified.

Two other FM permits deleted were for WWNR-FM Beckley, W. Va., and WLON Front Royal, Va. No reasons were given. WWNR-FM permit was held by Rahall Broadcasting Co., licensee of WWNR Beckley, and WLON authorization was held by Hoyle Barton Long, AM applicant at Front Royal.

WEEI REALIGNS

Sales Staff Changes Made

A REALIGNMENT of the sales force of WEEI Boston has been announced by Wilbur Edwards, assistant general manager. Guy Cunningham, director of sales promotion, moves to sales department, where he will handle national sales. He will be the contact for WEEI of Radio Sales Inc. and all national firms with branch offices and representatives in Boston. With the transfer of Mr. Cunningham, Donn Byrne will be promoted to account executive on the Boston sales staff.

Mr. Cunningham has been director of sales promotion for the station since December 1942, and prior to that time had been a newspaper editor and reporter in New Jersey for eight years. Mr. Byrne joined WEEI in June 1948.

In connection with its sales staff changes WEEI announced that on Friday, Dec. 17, 1948 a record business for one day of approximately $75,000 was signed. With this activity the station reports that it had sold close to a half million dollars in radio time before the end of the year 1948, according to a December analysis of business.

WPOR BREAKS ICE

W. T. Grant Makes Big Time Purchase

SMASHING precedent, WPOR Portland, Me. landed the largest time purchase ever made by the W. T. Grant chain of stores, Murray Carpenter, station president, revealed.

The deal, involving a 52-week contract for a weekly total of 430 minutes of sponsored program time, plus several evening Class A spot announcements per week, was consummated Dec. 2, Mr. Carpenter said. The time, placed direct, was based on the ABC outlet's regular retail rate card.

"This is the first time in the history of the W. T. Grant chain that a Grant store has ever made a radio purchase of this magnitude," Maurice McNaboe, the chain's Portland manager, declared.

Programs purchased by the Grant store are:

Breakfast Timetable, a recorded music and news show featuring Ray Mercier, 7-7:25 a.m. Monday through Saturday.

Bing Sings, a program of Bing Crosby's most requested songs, 8:15-8:30 a.m. Monday through Saturday.

Dime Derby, an audience participation show originating in Grant's store, 12:30-12:45 p.m. Monday through Friday.

Band by Demand, featuring a different popular band each evening, 6:30-6:45 p.m. Monday through Friday.

As You Like It, a telephone request record show featuring dedications, 9-10 a.m. Saturday only.

Negotiations are sealed by Mr. McNaboe (seated) and (l to r) Mrs. Ruth Tanner, Grant's Portland advertising manager; Mr. Carpenter; Roger Perry, Grant's Portland operations manager, and Leon P. Gorman Jr., WPOR sales manager.

HARRY PEARSON

Is Head of Seattle Club

HARRY S. PEARSON, partner in Pearson & Morgan advertising agency, has been elected president of the Advertising and Sales Club of Seattle. A former first vice president of the club, he will assume his new office with the first meeting of 1949.

Other newly elected officers are first vice-president, Mrs. Lorna S. Moitoret, Honig-Cooper Co.; second vice-president, Roger Rice, KING Seattle; Secretary, Mrs. Lila A. Casady, Mail Advertising Bureau; treasurer, Ron Renny, Craftsman Press.

New members of the board of directors are Ray Baker, commercial manager of KOMO Seattle; Tom Sheehan, Seattle Transit System advertising department; A. L. Brock, Seattle *Post-Intelligencer*, and E. R. Tracy, Western Printing Co.

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

TIME PROPOSALS

Right to Examine Upheld

A DECISION flatly upholding FCC's right to examine the percentages of commercial and sustaining time proposed by applicants was handed down fortnight ago by the U. S. Court of Appeals for the District of Columbia.

The court affirmed the Commission's denial of an application of the Bay State Beacon Inc., of Brockton, Mass., which proposed to make up to 95% of its time available for sale. The case involved three applicants for 1450 kc with 250 w at Brockton: FCC granted that of Cur-Nan Co. (WBKA) and denied those of Bay State Beacon and Plymouth County Broadcasting Co. [BROADCASTING, Jan. 19].

A request for Supreme Court review of the lower court's ruling was being considered, but spokesmen for Bay State said late last week that no decision had been reached.

The Court rejected Bay State's contentions that FCC based its decision primarily on a "quantitative analysis" of the amount of commercial time proposed by the applicants. Even so, the Court continued:

'In Excess of Authority'

"To argue that the Commission may not in the performance of its plain duty inquire into the amount of sustaining time a prospective licensee purports to reserve if granted a license, and to further argue that if it does, such inquiry is in excess of its authority, contravenes the First Amendment and constitutes censorship prohibited by Sec. 326 of the [Communications] Act, is to suggest that Congress intended to create the Commission and then by the very act of its creation, stultify and immobilize it in the performance of the specific functions that called it into being."

The decision was written by District Court Judge Matthew F. McGuire, who participated in the case by designation, on behalf of himself and Justices E. Barrett Prettyman and James M. Proctor.

The Court found "no merit" in Bay State's argument that FCC predicated its decision on commercial-time comparisons and that "such a test is beyond the authority of the Commission, violative of the Communications Act, and unconstitutional."

The decision said:

First of all, the Commission predicates its decision on the application of no such test. It is true that the factor of the proportionate amount of time devoted to commercial programs was considered, but it was in no sense controlling, although it undoubtedly played an important part in leading the Commission to the conclusion it finally reached.

The test applied was that of " 'public convenience, interest or necessity' . . . the touchstone for the exercise of the Commission's authority" [quotation from 1940 court decision].

In applying this yardstick it not only was concerned with the matter of the time devoted to commercial programs, but it found also in addition that . . . Cur-Nan by virtue of its greater integration of ownership and management, could more effectually realize its overall proposed operation plans.

It found also that Cur-Nan had made in the latter respect a more realistic approach to the needs of the community to be served, by intelligent planning, in an effort to properly evaluate the type and kind of program that would best serve it . . .

The decision held that "the test laid down [by Congress] for the guidance of the Commission is as practical as any that could be devised for a body functioning as it does in the field of delegated authority."

As to Bay State's contention that FCC violated the First Amendment, the Court maintained that "certainly if a denial of a license would be violative of the First Amendment, then every unsuccessful applicant would have the right of free speech throttled and abridged . . .—a palpably absurd conclusion."

Not Supported

To the company's claim that FCC's findings with respect to local ownership were not supported by the record, the Court replied: "The point . . . is utterly devoid of significance."

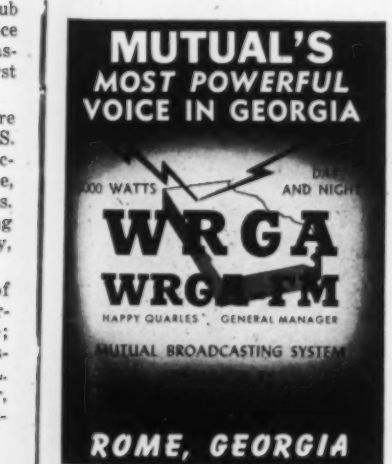
The Court quoted Chief Justice Fred M. Vinson of the Supreme Court as holding, in a decision written while he was on the Court of Appeals, that FCC's findings "under the law must be maintained if they are not arbitrary or capricious or erroneous in law, and are based upon substantial evidence."

The purpose of the Commission, Chief Justice Vinson said, is "to determine under statutory direction the rights of the people of the U.S. to have the best possible radio service. The interest, convenience, and necessity of the public is an essential test for the privilege of operating a radio station. [FCC] is the only proper agency to decide these public questions."

During oral argument on the appeal [BROADCASTING, Oct. 25], Richard A. Solomon, chief of FCC's Litigation Section, stressed that FCC had not found Bay State's program proposals to be "bad" but had merely held that Cur-Nan's were "better."

Joseph L. Rauh Jr., attorney for Cur-Nan, joined him in support of FCC's decision, while Philip J. Hennessey Jr., of the Washington firm of Segal, Smith & Hennessey, argued for Bay State.

Cur-Nan Co. is controlled by Matthew J. Noonan and Charles F. Curran. Bay State Beacon is headed by Clarence A. McLaughlin Jr., attorney, who owns 21%.



RCA HONORS

Folsom Addresses Group

"WE ARE on the threshold of a great new industry," Frank M. Folsom, newly elected president of the Radio Corp. of America, told 726 25-year employes of the RCA Victor Division, Camden, N. J., and the RCA Service Co., at a celebration in their honor in Philadelphia. "Fifty years ago, the great impact on the public came from the Victrola phonograph. Twenty-five years ago it came from the first radio tubes. Today it is coming from television."

The Service Award program was inaugurated during the second week of December with 861 employes of the RCA Victor Division across the nation being honored for 25 or more years of service. Three "deans among management" were among those honored: L. W. Teegarden, vice president in charge of the RCA tube department; D. F. Schmit, vice president and director of engineering, and Arnold K. Weber, Camden plant manager of personnel.

James W. Murray, vice president in charge of RCA Victor Record Activities, rewarded seven employes of the Hollywood plant on Dec. 8 at Bel Air, Md. John G. Wilson, executive vice president of the company, presented awards to 116 Harrison plant employes Dec. 14 in Newark. The next night, Mr. Wilson rewarded seven employes of the Lancaster (Pa.) plant.

W. M. Norton, president of the RCA Victor Distributing Corp., made the awards to three members of his organization Dec. 15 at the Electric Club, in Chicago. W. T. Warrender, chief engineer of the RCA Victor Record Department, rewarded three recording engineers at RCA Victor's Chicago recording studio, and, at the same location, H. J. Mayer, Chicago district manager of the RCA Service Co., honored one employe of his organization.

The week of ceremonies ended Dec. 16 at the Naval Officers Club, Indianapolis, where J. B. Elliott, vice president in charge of the home instrument department, presented 25-year awards.

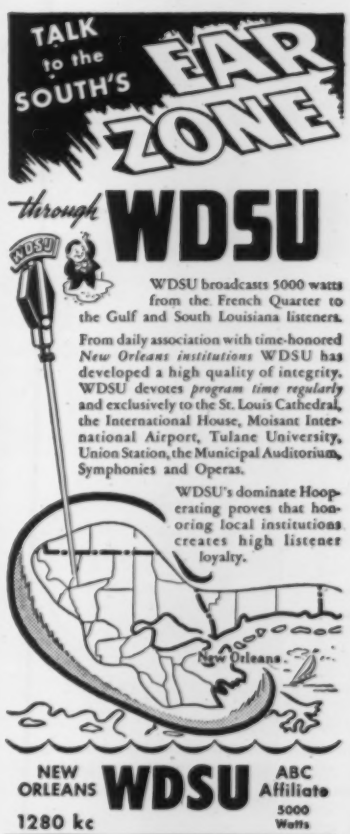
WSRS Cleveland Heights, Ohio, observed its first birthday Dec. 7 with special features and a two-hour all-request disc show. Grouped around the birthday cake are: Seated—Joseph Beres (l), station manager, and Samuel Sague, president; standing (l to r)—Jeanne Boals, Ruth Majors and Joyce Johnson, all staff members.

KCUL FT. WORTH

Construction Is Started

CONSTRUCTION has begun on the transmitter for KCUL Fort Worth, scheduled to go on the air in the spring. Licensed to East-West Broadcasting Co., station will operate as an independent on 1540 kc with 5 kw day, 1 kw night.

KCUL will be on the air daily from 6 a.m. to midnight, according to Bruce Chambers, president and general manager. Mr. Chambers formerly was program director of KWBU Corpus Christi, Tex.


TALK
to the
SOUTH'S
EAR
ZONE
through
WDSU
WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.
From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.
WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.
New Orleans
NEW ORLEANS
1280 kc
WDSU
ABC Affiliate
5000 Watts

YOUR NEW
CHEVROLET or BUICK

STARTS HERE!

FLINT — WORLD'S
SECOND AUTOMOBILE CITY

NOW EAST CENTRAL
MICHIGAN HAS
PRIMARY
NBC COVERAGE

600 KC

CALL
PAUL H. RAYMER CO.
OR
TRENDLE-CAMPBELL
Stroh Building
DETROIT 26, MICHIGAN
RAndolph 9184

WTAC
FLINT, MICHIGAN
1000 Watts Day • 500 Night
600 KC
PAUL H. RAYMER, Representative

SCRIPPS-HOWARD

Asks FCC to Reconsider

SCRIPPS-HOWARD Radio has petitioned FCC to reconsider its order requiring the company to make a choice between its WCPO Cincinnati application for 630 kc and its application to buy WVLK Versailles, Ky., and move it to Cincinnati.

Scripps-Howard has shown consistently, spokesmen said, that it intends to prosecute the 630-kc application, one of three involved in a competitive hearing which FCC reopened after issuing a "final" decision favoring WLAP Lexington, Ky. [BROADCASTING, Oct. 25].

The application for consent to buy WVLK did not develop until about three weeks before the 630 kc case was reopened, Scripps-Howard pointed out, noting that this was some six months after FCC issued its decision "granting" WLAP's application and "denying" WCPO's and Queen City Broadcasting Co.'s The applications are for 5 kw day and 1 kw night.

Since the WVLK application has not been formally "accepted" by the Commission, and since it was filed when it appeared that the 630 kc decision had become final, Scripps-Howard could see no reason why it should now be required to make a choice between the two.

Transfer Said Necessary

Further, the petition said, the WVLK transfer application is necessary to meet FCC's requirements that agreements affecting the control of stations must be reported to the Commission.

The WVLK application covers an agreement by which Scripps-Howard would acquire WVLK (590 kc, 1 kw) from Baseball Commissioner A. B. (Happy) Chandler and associates for $225,000 and move it to Cincinnati [BROADCASTING, Sept. 20]. Upon approval, Scripps-Howard would dispose of WCPO, which operates on 1230 kc with 250 w, but would retain the call letters of the Cincinnati station.

Scripps-Howard's petition, filed in reply to an FCC order holding that either the 630 kc or the WVLK application must be dropped [BROADCASTING, Dec. 13], was submitted by Philip J. Hennessey Jr. of the Washington law firm of Segal, Smith & Hennessey, counsel for Scripps-Howard.

Farmers See Pope

MAL HANSEN, WOW Omaha, and his 26 visiting Midwest farmers report the highlight of their trip thus far was a special audience with Pope Pius XII in Rome Dec. 10. After Mr. Hansen explained the purpose of the WOW Farmers' trip to Europe, the Pontiff placed a special blessing on the project and spoke individually to each visitor. When he learned that one member of the group farmed near Boys Town, Pope Pius asked him to carry his special blessing to the City of Little Men. While in Rome the party spoke on an NBC broadcast, voicing their feelings on Marshall Plan needs of different countries.

CBS CHANGES

Several Sustainers Move

THE FOLLOWNG changes for CBS sustaining programs were announced last week by the network:

Life With Luigi, now on Wednesdays, 9:30-10 p.m., switched to Sundays, 8:30-9 p.m., Jan. 2.

Philip Marlowe, now on Sundays, 8:30-9 p.m., changes to Saturdays, 8:30-9 p.m., Jan. 8.

Morey Amsterdam Show, now Tuesdays, 10:30-11 p.m., will be heard one hour earlier on Tuesdays, 9:30-10 p.m., starting Jan. 4.

Winner Take All, now Saturdays, 9-9:30 p.m., changes to Saturdays, 7-7:30 p.m., Jan. 8.

Time's A-Wastin' will be known as *Beat the Clock* starting Wednesday, Jan. 5, 10-10:30 p.m.

Mr. Ace and Jane returns to the air in the 10:30-11 p.m. spot on Tuesdays, starting Feb. 1.

ENGINEERING

Firms Reserve Show Space

TEN weeks before the opening of the 1949 radio engineering show at New York's Grand Central Palace, March 7-10, 1949, 12½% more exhibitors have booked space than in 1948. Last year 185 organizations exhibited, while 192 firms have reserved space for this year's exhibition.

Exhibits ranging from raw materials used in radio and electronic manufacture to complete transmittors and studio equipment will be shown, with over 12,000 engineers expected to attend.

Fourteen half-day technical sessions will be held in Grand Central Palace lecture halls, with additional programs scheduled at the Commodore Hotel. New features include a nuclear center for exhibiting the test, control and laboratory equipment of nucleonics, in which 14 firms are participating, and special sound theatres, in which six audio equipment firms are demonstrating.

WSID SALE

United Bcstg. Co. Buyer

WSID Essex, Md., suburb of Baltimore, was purchased last week by United Broadcasting Co., licensee of WOOK Silver Spring, Md., subject to FCC approval. The price was $80,000 for the 1 kw daytime station, operating on 1570 kc. Silver Spring is a suburb of Washington. Blackburn-Hamilton Co. handled the transaction.

Richard Eaton, president of United, said that under his proposed operation increased emphasis would be placed on WOOK and WSID public service features. He plans to build additional educational and service programs for both outlets.

Present owner of WSID is Sidney H. Tinley Jr., Baltimore real estate firm. Mr. Tinley said he was unable to devote sufficient time to the station's operation. Washington attorneys participating in the transaction are Andrew Bennett for WSID and Stephen Tuhy Jr., for United. Howard S. Frazier, of Frazier & Peter, has been directing WSID for some months under a management contract.

Philco Sales Meets

JAMES H. CARMINE, vice president of distribution, Philco Corp., Philadelphia, has announced that the company will "unveil exciting new developments in television" during sales conventions this month. Over 1,500 representatives of the company's wholesale distributors will meet in Palm Beach, Fla., Jan. 5-9, and Santa Barbara, Calif., Jan. 13 and 14. The international division of Philco will hold a seperate sales convention in Palm Beach, Jan. 8, with more than 50 key distributors of the company's products throughout the world in attendance.

BLANCHE HUNTER, specialist in television make-up for CBS, is the subject of a picture-story in February issue of *Ebony*. The Negro cosmetician is credited with developing many new techniques in video performers' make-up.

WMPS
MEMPHIS

68 On Your Radio

10,000 W DAY TIME
5,000 W NIGHT TIME

Represented by
RADIO REPRESENTATIVES, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

Programs

EARLY morning broadcasts originating from office of director of traffic at Detroit police headquarters are being offered by WWJ, Detroit, to give listeners information on weather, street conditions and traffic hazards. Entitled *Listen and Live*, program also includes music and comments by Bob Maxwell. Police Dept.'s portion of program is compiled from official reports submitted by city agencies directly concerned with public safety and traffic. Greater Detroit Plymouth Dealers Assn. sponsors the program. Agency is Powell-Grant Adv., Detroit.

Inaugural Ceremonies on TV

TO commemorate the first postwar elections in the Commonwealth of Massachusetts, WNAC-TV Boston will telecast the complete inaugural ceremonies on Jan. 6. Program will cover the filing in of the elected Representatives, Senators and state officers, the swearing in of Gov. Paul A. Dever by the president of the Senate, and his first speech as Governor. WNAC-TV will remain on the air from 11:45 a.m. to conclusion.

Let's Listen in Spanish

WHAT Philadelphia launched its first Spanish program a few weeks ago, and it proved popular enough to warrant a change from a half-hour to a one-hour broadcast from 10-11 p.m., Monday, Tuesday and Saturday. Quartets, night club entertainers and visiting South American celebrities are featured on the show. Santos Montalvo and Raymond Gutierrez emcee.

'The Singing Lady' Returns

ONE of the most popular children's radio programs, *The Singing Lady*, is returning to new generation of children by way of television. Under sponsorship of The Kellogg Co., Battle Creek, Mich., Irene Wicker as "The Singing Lady" will be seen and heard on ABC-TV network beginning early this year. N. W. Ayer & Son, New York, is the agency. In this new series Miss Wicker will use puppets to enact the stories she tells.

Opportunity Knocks

DESIGNED to give Dixie talent a chance to try their luck on television, *Television Tryouts* made its debut on WSB-TV Atlanta. Program is a variety exhibition featuring local talent. Performers will compete against each other, and the winner each Thursday will appear on the following week's show.

'The World of Art'

ART and radio have combined in a new show heard each Friday at 7:15 p.m. on KTRC Santa Fe, N. M. Program covers painting, literature, music, dance, and the theatre. Format is built around reviews of local, national and international art news, interviews, and ends with a discussion of some issue or educational phase of the arts. Alfred Morang, painter and art critic, is writer-producer and m.c. of show.

Mr. Morang

New Variety Show

WCAU-TV Philadelphia is presenting *Spotlight Time* variety show every Tuesday, 7:15-7:30 p.m., under sponsorship of the Philadelphia Automobile Co., Kaiser-Frazer dealer. Joyce Ayres sings leading numbers and introduces professional and amateur guest artists. Joseph Lowenthal Adv., Philadelphia, handles the account and sets the package.

Eversharp Order

FEDERAL Trade Commission has acknowledged receipt from Eversharp Inc., Chicago, of a stipulation-agreement to cease further misrepresentation on behalf of products, Eversharp Schick Injector razor and blades. Agreement provides firm will "cease and desist" that they prevent nicks or cuts while shaving or that they shave without skin irritation.

TV PACKAGE, *Floor Show*, owned and produced by World Video, New York, moved from WPIX New York to the full NBC-TV East Coast network, Sat., Jan. 1, 8:30-9 p.m.

CONTINENTAL FM

Expands to Midwest Net

MIDWEST FM NETWORK will carry programs of Continental FM Network in the Indiana area, according to a joint announcement by Graeme Zimmer, WCSI Columbus, Ind., and Everett L. Dillard, Continental president.

Midwest will obtain service via pickup from WEAW Evanston, Ill., which is a key station in Continental's nation-wide tape-recorded service. Seven Midwest outlets will carry the programs in Indiana. The program service is recorded off Continental's wire-air relay.

WOPT Oswego, N. Y., FM outlet owned by the *Oswego Palladium-Times*, has joined the main Continental eastern hookup, according to E. M. Waterbury, WOPT general manager. Program service will be received via the Rural Radio Network leg of Continental.

Applications to obtain service have been received by Continental from stations in nine other midwestern states. Tests will be conducted to determine if they can be fed by radio relay from WEAW.

AER CONTEST

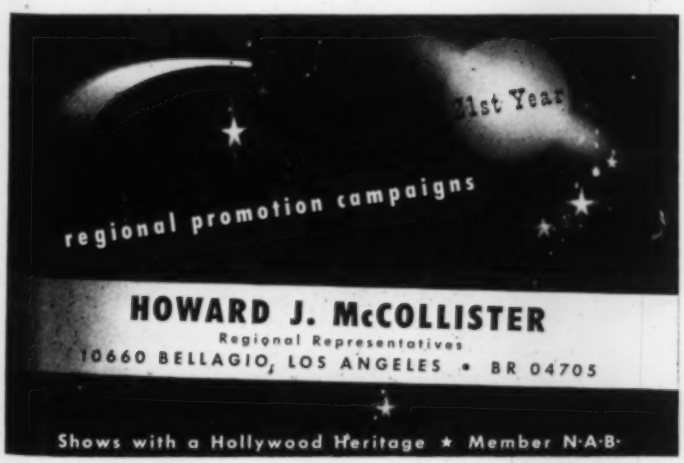
Script Entries Invited

RULES for the second annual National Radio Script Contest of the Assn. for Education by Radio have been sent to all colleges and universities which offer courses in broadcasting.

To date, awards totaling over $1,000 are being offered. Additional prizes are expected before the contest closes on March 30. The contest is open to any student enrolled in any recognized college or university in the U. S. Copies of the rules may be obtained by writing to Sherman P. Lawton, AER Script Contest, U. of Oklahoma, Norman, Okla.

Cut!

"THE FACES on the Cutting Room Floor" may be billed as the follow-up for the NBC promotion film "Behind Your Radio Dial." Made some time ago, the film had a private preview just after Amos 'n' Andy left NBC for CBS. Scratch one comedy team, cut one sequence, was the only answer. Since then, week by week, with the exodus of Jack Benny, then Phil Harris, and Edgar Bergen in turn, the film has grown shorter and shorter as it keeps returning to the studios for cutting. Now the comedians' faces grin grotesquely up from the cutting room floor as network executives pace back and forth over all that's left of their comedy Hall of Fame.


21st Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representative
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

LATEST HITS
from RCA VICTOR
...special "DJ" couplings
for your platter shows*

PERRY COMO
N'Yot N'Yow
(The Pussycat Song)
Roses of Picardy
DJ-619

THE PAGE CAVANAUGH TRIO
The Gal Who's Got My Heart
I'm Gonna Get Lost From You
DJ-620

DUKE ELLINGTON
Caravan
In a Sentimental Mood
DJ-621

LENA HORNE
Where or When
from the M-G-M film "Words and Music"
The Man I Love
DJ-622

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

HARRY LUBCKE

TV Arts & Sciences Head

HARRY R. LUBCKE, head of KTSL (TV) Los Angeles, was elected president of Academy of Television Arts & Sciences, Hollywood, at meeting Dec. 21.

Other officers elected were: First vice president, Don McNamara, director of television, Telefilm Inc.; second vice president, Russell Furse, television distribution manager, Cascade Pictures of Calif.; treasurer, Lenore Kingston, writer and TV actress; corresponding secretary, Robert Packham, producer of NBC *Chesterfield Supper Club;* secretary, James Vandiveer, KECA-TV Hollywood, director of remote programming; recording secretary, Betty Mears, radio dramatist; secretary to treasurer, Catherine Sibley, USC teacher of communications English.

Three directors-at-large elected include Ed Nassour, president of Nassour Studios, Hollywood; Ray Montfort, chief engineer, KTTV (TV) Los Angeles; Jack Strauss, Kinescope sales manaver, Television Relay Inc.

ELEVEN sponsors of video programs, 17 sponsors of announcements and 43 advertisers participating in the sponsorship of *Your New York*, 80-minute Saturday night news program, are included in the latest current sponsor list of WPIX (TV) New York, dated Dec. 20, 1948.

TESTED SUCCESSFUL

STAR STORIES

WILL MAKE MONEY for YOU

You can't argue with Success . . . and STAR STORIES have proved successful with users throughout the land! Two dramatic narrations per show. 15 minutes with three minutes for commercials. . . beginning, middle and close. Seventy-eight of these 15 minute shows are available at a rate ridiculously low. Plus. . . . FREE COPY ANALYSIS SERVICE. . . To further insure success to users of STAR STORIES.

Write for all these money making, dramatic details and low rates for your station Remember tested ideas that have made money for others . . . Can't miss for you!

★ FREE FULL DETAILS AND PRICES

THE NATIONAL RESEARCH BUREAU, INC.
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CHICAGO 10, ILLINOIS.
Without cost or obligation send me full details about STAR STORIES and FREE Copy Analysis Service.

Name.....
Address.....
City.....State.....
Station.....

NBC VIDEO GLOSSARY

Additional Terms From 'Television Talk'

EDITOR'S NOTE: THROUGH a printer's error, NBC's television glossary, begun last week on page 16, was not continued over to page 45. Herewith is the remainder of the glossary, beginning with expressions under the letter "H":

Head room—The leeway between the actor's head and the actual top of any setting. Refers to the amount of upward camera movement possible without overshooting a set.

High hat—A camera mount for use on table top or other such waist-high object.

Hot light—A concentrated light used in the studio for emphasizing features and bringing out contours.

Inky—An incandescent lamp.

Key light—Over-all general illumination.

Kill—To order the elimination of anything in the studio, e.g., "kill the chair," or "kill that light."

Lose the light—Term used in directing cameras, i.e., "Move to your next position when you lose the light."

Masking piece (or wall)—A wall section arbitrarily included in a setting to provide a backing for acute changes in camera angles.

Miniature—A small scaled setting or display usually used to establish a locale; a maquett.

Model (verb)—To order to move expressively before the camera—e.g., as in fashion shows.

Narrow angle lens—Lens with narrow angle of projection; i.e., picks up small portion of set at a given distance.

Nemo—Broadcast originating in some location other than the television studios.

Noodle—To play a few bars of background music or improvisation, usually behind titles—knows as "noodling."

Optical lens—The lens focusing the image of the scene to be televised on the light-sensitive plate of the camera tube.

P. L.—Private line (telephone).

Pan—To follow action to the right and left or up and down with the camera; to move camera across a scene—e.g., "pan left" or "pan right."

Pipe—Telephone.

Roll it—A cue to start the film projector.

Save the lights (or "douse it")—Order to switch off the lights.

Snap—Relates to contrast and sharpness of a picture.

Stretch—Stall for time.

Switch—To switch from one camera to another. A change of camera angles.

Take it away—"You're on the air."

Talk back—Phone circuit from director to announcer on nemo broadcasts.

Televiewer—A member of the television audience.

Top light—Light from the region of the ceiling.

Vox pop—Any spontaneous interview.

Womp—A sudden flare-up of brightness in the picture.

Woof—Telephone slang used by television engineers to signify "okay and goodbye."

Technical

HENRY RHEA has joined WFIL-TV Philadelphia, as assistant chief engineer. He has been in radio and television for past 13 years, with RCA and as a consulting engineer.

CHARLES W. GRIM Jr., formerly with KREO Indio, Calif., has joined KFI-FM Los Angeles engineering staff.

EDWIN J. HARTE, formerly with WFMZ Allentown, Pa., has joined WCAU Philadelphia's AM studio group. Additional new WCAU personnel include: SHAHAN H. ALEXANIAN, as chauffeur-dolly-light man on WCAU-TV crew; RAYMOND STAHL, as supervisor of audio maintenance, and FRANK CATANZARO, supervisor of television maintenance.

WILLIAM J. LOYD, WSB Atlanta engineer, and June Coley have announced their marriage.

Test on WCAU-TV

THE NEW weekly audience participation show, *Stop the Clock*, on WCAU-TV Philadelphia, Monday, 9-9:30 p.m., is being used by N. Snellenburg & Co. department store, and Elliot Lewis Corp., distributor of International Harvester refrigerators, to test the selling power of Philadelphia television. To this end, both companies are giving little play for the present to other media. Joseph Lowenthal Advertising is the agency.

DuMONT SALES

May Double 1947's

DuMONT sales in 1948 should double those of 1947, with net profit after taxes nearly four times that of 1947, Allen B. DuMont, president, Allen B. DuMont Labs, wrote stockholders Dec. 21.

Letter, accompanying the first dividend checks on the company's common stock, 25¢ a share, notes that since "starting operations in 1931, it has been a long, up-hill battle to reach this point. Earnings today are in excess of this dividend but it is necessary to plow back the greater part.

"We must provide additional working capital and fixed assets so your company can retain its present position in the television and allied industries and take advantage of the enormous growth in the next five years."

Pointing to the recent purchase of two plants, adding more than 600,000 square feet of manufacturing space or double that which DuMont had a short time ago, Dr. DuMont said, "While it takes time to equip and man such additional facilities, we look forward to 1949 with confidence that sales will greatly exceed 1948, assuming no very substantial change in the national economy."

The company's TV operation is "still operating at a loss," he reported, "but television receiver sales are constantly increasing and as the number of viewers grows the broadcasting end of the business should become one of the more profitable divisions of your company."

TULLIS-VICTOR

Joined in New Agency

A. J. VICTOR has purchased 50% stock holdings of Howard Tullis Co., Hollywood, joining the firm as chairman of the board. Agency name changed to Tullis-Victor Co. Howard Tullis continues as president of the agency.

Mr. Victor for the past four years was account executive with KXLA Pasadena.

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

TELEPHONES: IN QUINCY 522 IN WASHINGTON MET. 0522

Gates Radio Company Quincy Illinois

ACTIONS OF THE FCC

DECEMBER 23 to DECEMBER 30

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**
SSA-special service authorization		**CG-conditional grant**

December 23 Decisions . . .

BY COMMISSION EN BANC

Model City Bcstg. Co. Inc., Anniston, Ala.—Upon petition, removed from hearing docket and granted application for new station 1390 kc 1 kw DA unl.; engineering cond.

KPDR Alexandria, La. — Granted mod. CP to increase N power from 500 w to 1 kw and make changes in DA; engineering cond.

WRRN Warren, Ohio—Granted mod. CP to specify increased radiator heights in DA; engineering cond.

WEEU Reading, Pa.—Granted mod. CP to make changes in DA to decrease height of several elements of array from 256 ft. to 195 ft.; vacated and set aside order of June 2, 1948, which designated application for hearing on sole issue of whether ant. site and construction proposed would constitute an undue hazard to air navigation; removed matter from hearing docket.

Afro American Bcstg. System Inc., Hopkins Park, and WKAN Kankakee, Ill.—Designated for consolidated hearing applications of Afro American Bcstg. System Inc. for new station 610 kc 1 kw DA-1 unl. and WKAN to change facilities from 1320 kc 1 kw D to 610 kc 1 kw DA-2 unl.; made WTMJ Milwaukee, WHKC Columbus, Ohio, WMT Cedar Rapids, Iowa, and WDAF Kansas City, Mo., parties to proceeding.

Lemoyne College, Memphis, and Ripley Bcstg. Co., Ripley, Tenn.—Designated for cosolidated hearing applications for new stations 1400 kc 250 w unl.; made KSIM Sikeston, Mo., and WTJS Jackson, Tenn., parties to proceeding.

Wachusett Bcstg. Co. and Radio Fitchburg Inc., Fitchburg, Mass.—Designated for consolidated hearing applications for new stations 1280 kc 500 w D.

WCAV Norfolk; Beachview Bcstg. Corp., Norfolk, and WSAP Portsmouth, Va.—Designated for consolidated hearing applications of WCAV to change operation from 860 kc 1 kw D to 1350 kc 1 kw DA-1 unl. and Beachview Bcstg. Corp. for new station 1350 kc 1 kw DA-N unl. and WSAP to change operation from 1490 kc 250 w unl.; made WORK York, Pa., party to proceeding.

KSFE Needles, Calif.—Granted request for waiver of Sec. 3.71 to permit operation from 7 a.m. to 7 p.m. instead of unl. time, pending action on application for mod. license specifying hours.

KBMW Breckenridge, Minn.—Granted request for waiver of rules to permit identification as KBMW Breckenridge, Minn., and Wahpeton, N. D.

WPBP Mayaguez, P. R.—Issued order revoking CP effective 15 days from receipt of order; pursuant to provisions of Sec. 312(a) of Act, written application may be made to Commission within 15 days from receipt of order for hearing upon order of revocation, and upon filing of such written application order of revocation shall stand suspended until conclusion of said hearing.

WTNJ Trenton, WCAM Camden, and WCAP Asbury Park, N. J.—Ordered that WTNJ be directed within 20 days to file with Commission information as to trans. to be used for operation in accordance with terms of decision in proceeding in Doc. 5893 et al; further ordered that 30 days from date of release of order of Jan. 22 stations WTNJ, WCAM and WCAP shall cease operation on 1310 kc 500 w sharing time; further ordered that on and after Jan. 22 WCAM is authorized to commence operation on 1310 kc 250 w unl. and WCAP to commence operation on 1310 kc 250 w unl.; and WTNJ to operate on 1300 kc 250 w D, provided that prior to that date Commission shall have approved equipment proposed to be used by WTNJ.

WILK Wilkes-Barre, and WHWL Nanticoke, Pa.—Upon petition of WILK, designated for consolidated hearing application of WILK to change operation from 1450 kc 250 w unl. to 980 kc 1 kw-N 5 kw-LS DA-2 with WHWL to change from 730 kc 1 kw D to 980 kc 500 w-N 1 kw-D unl.

December 23 Applications . . .

ACCEPTED FOR FILING

AM—1360 kc

WKOP Binghamton, N. Y. — CP change from 750 kc 1 kw D to 1360 kc 1 kw-D 500 w-N unl. DA-N.

Assignment of License

WLPO LaSalle, Ill.—Assignment of license from F. F. McNaughton and Louis F. Leurig d/b as The LaSalle County Bcstg. Co. to LaSalle County Bcstg. Corp.

License for CP

WJMW Athens, Ala.—License to cover CP new AM station.

KIWW San Antonio, Tex.—Same.

WJAX Jacksonville, Fla.—License to cover CP increase power etc.

License Renewal

License renewal applications were filed by following AM stations: KEXO Grand Junction, Col.; KSIX Corpus Christi, Tex.; WKVM Arecibo, P. R.

Modification of CP

WBGE-FM Atlanta, Ga.—Mod. CP new AM station to change ERP from 20 kw to 14.025 kw, ant. height above average terrain from 330 ft. to 409 ft., change trans. site.

KTRN-FM Wichita Falls, Tex.—Mod. CP new FM station to change ERP from 28 kw to 29.8 kw, ant. height above average terrain from 500 ft. to 497 ft. and make changes in ant. system.

WLOW-FM Norfolk, Va.—Mod. CP new FM station to change from 105.3 mc to 98.9 mc.

Applications for mod. CP for extension of completion dates were filed by following FM stations: KGO-FM San Francisco; WLRD Miami Beach, Fla.; WDAK-FM Columbus, Ga.; KCBC-FM Des Moines; WRXW Louisville, Ky.; WXHR Boston; WNAC-FM Boston; WSAR-FM Fall River, Mass.; WKBZ-FM Muskegon, Mich.; WJJL-FM Niagara Falls, N. Y.; WISL-FM Shamokin, Pa.; WCAC Anderson, S. C.; WDOD-FM Chattanooga, Tenn.; WCFC Beckley, W. Va.

License for CP

WLOS-FM Asheville, N. C.—License to cover CP new FM station.

Modification of CP

Applications for mod. CP for extension of completion dates were filed by following commercial TV stations: KTTV Los Angeles; WNBQ Chicago; WENR-TV Chicago; WOC-TV Davenport, Iowa; KMA-TV Omaha, Neb.; WBAL-TV Baltimore.

TENDERED FOR FILING

Modification of License

KWLC Decorah, Iowa—Mod. license to change hours from specified to sharing time with KDEC.

KDEC Decorah, Iowa—Mod. license to change hours from specified to sharing time with KWLC.

Transfer of Control

KATE Albert Lea, Minn.—Transfer 80 shares from Edgar L. and Lillian H. Hayek to J. George and William Robert Wolf.

KODI Cody, Wyo.—Transfer of 94 shares from Breck and Elizabeth L. Moran to William J. and Dorothy B. Garlow.

December 27 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Webster)

Ohio-Michigan Bcstg. Corp., Toledo, Ohio—Granted petition to dismiss without prejudice application for new AM station.

Mark Perkins, San Antonio, Tex.—Same.

Independent Bcstg. Service, Oak Park, Ill.—Same.

KCRA Sacramento, Calif.—Granted petition for leave to intervene in hearing upon application of John A. Bohn, Martinez, Calif.

Metropolitan Bcstg. Co., Alamo Heights, Tex.—Granted petition for leave to amend application to specify new trans. site; accepted amendment.

Radio Corp. of Board of Missions and Church Extension of Methodist Church, New York—Granted petition to dismiss without prejudice application for FM CP.

Surety Bcstg. Co., Charlotte, N. C.—Granted petition for leave to amend application to show operating cond. of proposal with new limitations resulting from now known operation of WJAX; accepted amendment.

George F. Haddican, Delano, and Madera Bcstg. Co., Madera, Calif.—Upon Commission's own motion, ordered that, in connection with proceedings re Haddican and Madera, deposition of Dr. Merlin M. Taggert, Delano, be taken in Delano Jan. 7 before official authorized to take depositions, in re dismissal of application of N. Pratt Smith, et al, Delano.

December 27 Applications . . .

ACCEPTED FOR FILING

AM—1250 kc

Lake City Bcstg. Corp., Marion, N. C.—CP new AM station 1250 kc 1 kw D AMENDED re stockholders.

Modification of License

WDSU New Orleans—Mod. license to change name of licensee from Stephens Bcstg. Co. Inc. to WDSU Bcstg. Services Inc.

Modification of CP

WPKM Atlanta, Ga.—Mod. CP new AM station for extension of completion date.

KTBS Shreveport, La. — Mod. CP change frequency, increase power etc. for extension of completion date.

WRRN Warren, Ohio—Same.

WHDH Boston—Mod. CP increase power etc. for extension of completion date.

License for CP

KMED Medford, Ore. — License to cover CP increase power etc.

Assignment of License

KFXD Nampa, Ida.—Assignment of license from Frank E. Hurt & Son, partnership, to corporation of same name.

WKAP Allentown, Pa.—Assignment of license from N. Joe Rahall, Sam G. Rahall, Faris E. Rahall and Deem F. Rahall d/b as Allentown Bcstg. Co. to WKAP Inc.

Transfer of Control

WHOP Hopkinsville, Ky.—Acquisition of control by F. E. Lackey through retirement of 65 shares common stock to treasury by Pierce E. Lackey and Paducah Bcstg. Co. Inc.

WSNY Schenectady, N. Y.—Acquisition of control by Winslow P. Leighton, Florence B. Walcott, Frederick G. Lippert and Barbara W. Leighton through purchase of 22 additional shares stock.

SSA—770 kc

KOB Albuquerque, N. M.—Extension of SSA 770 kc 25 kw-N 50 kw-D unl. for period beginning March 1, 1949, 3 a.m. (EST).

License Renewal

License renewal applications were filed by following AM stations: KCMC Texarkana, Tex.; KDZA Pueblo, Col.; KOOS Coos Bay, Ore.; WESX Salem, Mass.; WLOG Logan, W. Va.; WSKB McComb, Miss.; WTBC Tuscaloosa, Ala.

Modification of CP

WDSU-TV New Orleans—Mod. CP new TV station to change name of permittee from Stephens Bcstg. Co. Inc. to WDSU Bcstg. Services Inc.

TENDERED FOR FILING

Assignment of License

WKIN Kittanning, Pa.—Assignment of CP from Julian Louis Liebman to WKIN Inc.

(Continued on page 72)

On All Accounts

(Continued from page 10)

musical and script programs for the agency's London office. This included Carson Robinson, Morton Downey, and the Four Ink Spots. Along with it he wrote copy for such agency accounts as Barbasol, H-O Oats, Rheingold Beer, Gunther's Beer and Texaco.

With resignation from that agency, more than a year of freelancing followed, and in 1940 Innes found himself a commercial writer in the New York office of Young & Rubicam, working on various shows emanating from that city. Within four years he was made a supervisor. Upon transfer to the West Coast in July 1946 he became commercial supervisor assigned to both Hollywood and San Francisco offices.

Innes always wanted a home with a swimming pool. Now he has one. Married to Nancy Davison of Richmond, Va., in 1934, the Harrises with their six-year-old daughter Jane, reside in a hillside home—complete with swimming pool—in suburban La Canada.

Reno Promotes FM

A 16-PAGE special section devoted entirely to promotion of FM and KWRN-FM Reno, 10 kw station which began operation last month on Channel 238 (95.5 mc), supplemented the *Nevada State Journal* of Reno Dec. 7. Supplement featured stories on KWRN-FM personnel and programs, many of which are duplicated from KWRN, ABC AM affiliate. Advertisements for local dealers and distributors extended congratulations to KWRN-FM as "Nevada's Most Powerful Radio Station." Outlet is licensed to Reno Newspapers Inc.

TAKING FRONT seats in screening contestants for new *Your Lucky Strike* talent-search show on CBS are (l to r) Bernard L. Schubert, program packager; Don Ameche, m.c. of program; Ed Helwick, writer; Monte Hackett and Walter Tibbells, executives of BBDO, Lucky Strike agency.

TOWERS TOPPLE

KRLD Off the Air 5 Hours

KRLD Dallas resumed normal broadcasting just before noon Dec. 21 following the collapse of its two 478-foot towers about 3:30 that morning while the station was off the air. The 50 kw station returned to the air at 10:51 a.m. with combined efforts of the local power company and the KRLD staff. KRLD-FM will remain off the air for about five weeks, however, before its antenna can be replaced.

Other stations in the area offered aid but the emergency work was handled so quickly KRLD did not require help, it reported. Other stations carried announcements, however, informing listeners of the mishap. The towers were located near Garland, 15 miles east of Dallas. KRLD power was reduced from 50 kw to 10 kw after the collapse.

Investigation indicated that a broken insulator on a one-inch guy wire, supporting the north tower, caused it to topple, dragging the south tower down with it.

Two permanent towers have been ordered as replacements.

NBC RECORDING

Announces Future Releases

UPON signing of the agreement between AFM and transcription companies [BROADCASTING, Dec. 27], NBC Radio Recording Division sent all subscribers to NBC's recorded Thesaurus a wire informing them that NBC was a pact signatory.

NBC Radio Recording also made it known that it is at work preparing a combined January-February release to include 11 new records by 17 organizations and artists in 120 musical selections, including advance releases from forthcoming Broadway musicals and new motion pictures. As soon as the first volume of recordings is completed, according to Robert W. Friedheim, director of the division, plans will be put into effect for several important program innovations, new artists and refringment of the weekly continuity service.

Feature of the Week

(Continued from page 10)

KOMO news editor Millard Ireland and announcer - producer Bob Hurd, that the program is "a discussion program based on current headlines—and the reputation of the program rests on the fact that the students' views are genuine, subjective, uninstructed, undirected and extemporaneous."

To insure that they are, Messrs. Ireland and Hurd send the topics to the school just a few days before the assembly, and reserve the actual headlines until broadcast time.

Students—four speakers and two alternates—are chosen by the school, with the understanding that they should include persons of contrasting political views chosen for their ability to think, rather than because they have "good radio voices."

"It won't work!" That was the emphatic opinion of most of the school principals when the idea was originally broached in 1946.

Finally two hardy principals agreed to cooperate in the experiment. The first shows were so successful that the program has been on continuously, during the school year ever since. In the over 80 broadcasts aired in that time, everything has gone on as recorded by the students, except for two remarks — deleted as libelous.

Educators, both local and national, unanimously agree that most of the discussions have revealed intelligent and penetrating thought on profound subjects.

But the final test, of course, is listener reaction. From its first season, *Youth Views the News* has held a Hooperating over 5.0, the highest for that time of day in Seattle.

WGVM ON AIR

Segal's Station in Miss.

WGVM Greenville, Miss., owned by David M. Segal, who also operates KTFS Texarkana, Tex., has begun operation with 1 kw power on 1260 kc. Programs are being fed to the station by the Cotton Belt Regional Network.

WGVM personnel includes Myrl Stein, formerly at WMHT Marshall, Tex., as station manager; Lou Kurtz, program manager, and Welton Jetton, chief engineer. The latter two previously were with KTFS. Station is serviced by Lang-Worth and United Press. WGVM went on the air Dec. 19.

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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Regional network station in large metropolitan city in central states needs combination station manager - sales manager, minimum age 30. Box 543, BROADCASTING.

Medium sized station in large metropolitan city in central states needs general manager, minimum age 30. Box 544, BROADCASTING.

I am interested in manager for 250 watt AM network affiliated station in southern market of 40,000. Affiliated with newspaper and also has FM operation. State experience, give references and income expected in first letter. Box 609, BROADCASTING.

Salesmen

Sales manager for midwestern regional ABC station in steady conservative market. Salary and commissions should total $6,000 to $12,000 per year depending on individual. Write stating education, sales experience, references and photo. Box 629, BROADCASTING.

Sales manager and salesmen, FM station experience. Going on the air 4 weeks. WDET, 12300 Radio Place, Detroit 28, Mich.

Excellent opportunity for salesman of real ability and highest character offered by network station in important Texas market. Box 571, BROADCASTING.

Experienced time salesman for rich Pacific Coast market. 15% commission on all sales. Single preferred. Box 603, BROADCASTING.

Good proposition for someone wanting to enter broadcast sales. No selling experience necessary. Salary plus fifteen percent commission. Mutual affiliate. Wm. Kemp, KVER, Albuquerque, New Mexico.

Local salesman for first station in city of 125,000. Network affiliate, fulltime, well established. Salary and commission. Opportunity for advancement to administrative position. Owner has multiple radio interests in Great Lakes area. In answering give sales experience, references and education. Box 628, BROADCASTING.

Texas kilowatt needs competent experienced salesman. Photograph and past sales records. Box 668, BROADCASTING.

Announcers

Announcer—Morning man to wake 'em up. Acute housing calls for single man. Must be experienced in doing record shows, news and participations. 1 kw midwest. Job opens after January 15. Write Box 661, BROADCASTING.

Announcer with superior voice and thorough experience needed by network station in beautiful southwestern city. Box 573, BROADCASTING.

If you can build an audience and have a record of proven performance, a good job is available on the announcing staff of station in large Texas city. Box 577, BROADCASTING.

Wanted immediately. Top morning disc jockey. No beginners. Must have established mail and rating record. In first letter give all details, references, background, salary expected. We are a regional network station in a midwest city of over 100,000 population. Box 663, BROADCASTING.

Help Wanted (Cont'd)

Experienced announcer—to do general announcing in local network station. Disc and photo required. $45.00 for 42 hours, six day week. Manager, WFTR Front Royal, Virginia.

Announcer-engineer combination—Opening for two good announcer-engineers with progressive southern network station. Good working conditions, opportunity for advancement. Want reliable men, send disc and photo to Box 674, BROADCASTING. All letters answered.

Technical

Wanted operator for 250 watt AM and 10 kw FM transmitters. Please give complete details first letter. WKPT, Kingsport, Tennessee.

Chief engineer—West coast regional directional. Send full details, photo, salary requirement. Box 650, BROADCASTING.

Recording engineer—We are looking for a thoroughly experienced recording engineer. He must be completely familiar with commercial recording engineering and be well versed in installation work. Man selected will head engineering department of a new division of an already successful radio enterprise. Give detailed description of background, salary requirements and availability. Replies held in strictest confidence. Our employees know of this ad. Write Box 640, BROADCASTING.

Combination engineer-announcer. Engineering experience unimportant. Small southern town. Cost of living low. Send disc and salary required first letter. Box 501, BROADCASTING.

Experienced engineer with best references wanted by network local in pleasant southwestern resort city. Box 570, BROADCASTING.

Texas 250 watter wants transmitter operator of stable character. Box 572, BROADCASTING.

Three combination first class engineer-announcers. One to serve as chief engineer. Contact Monroe Looney, Radio Station WNAG, Grenada, Mississippi.

Chief engineer of proven qualifications and ability to develop loyal and harmonious staff wanted by Texas station. Box 576, BROADCASTING.

Assistant chief engineer wanted in southwestern local. Box 574, BROADCASTING.

Wanted operator for 250 watt AM and 10 kw FM transmitters. Please give complete details first letter. WKPT, Kingsport, Tennessee.

Production-Programming, others

Copywriter—Who can produce selling copy in quantity for California network affiliate. Sample scripts, speed, full details desired first letter. Box 652, BROADCASTING.

MBS affiliate program director—Man wanted is probably working now for a fairly successful regional MBS station in a city of 100,000 population or more preferably in the northeast. Write stating age, salary desired, references, reason for wanting to leave present job, experience. The man we want took his present job with his present station when it was mighty low down. He has built it up primarily from the inside by good writing, good music, good personnel and bright ideas. Tell us how you did it when you apply. Box 641, BROADCASTING.

Combination man—Equally capable engineer and announcer, California station. Send disc, engineering qualifications. Box 651, BROADCASTING.

Continuity and script writer who can write copy with selling punch needed by network station in Texas resort city. Box 575, BROADCASTING.

Help Wanted (Cont'd)

Independent 1000 watt AM-FM near Chicago has two openings. News writer-reporter experienced on beats, and continuity writer. Box 669, BROADCASTING.

Program and news writer-announcer wanted. Opportunity to become program director. This growing, expanding newspaper owned station managed by radio men from behind the mike and typewriters of stations in Chicago and Ohio. Gets cold up here but 35,000 neighbors have a comfortable life. Salary and talent fee system that is more than a promise. Married man with versatile ability desired. Housing no problem. Send disc, full length picture and qualifications to KILO, Grand Forks, North Dakota, CBS affiliate, C/O Personnel Director.

Situations Wanted

Managerial

Experienced manager can give your station a solid, businesslike administration and direct program policy that will increase audience. Proven ability. Won't return sensational results, but will give you real dollars instead of phoney book profits. Box 645, BROADCASTING.

General manager available, sober, family man. Fifteen years experience construction and operation. Top record, references. South only. Box 72, BROADCASTING.

Successful manager desires change in January. Civic minded, local programming a speciality, announces, outstanding sales and profit record. Radio since 1935. College graduate, 28. Sports and hillbilly station preferred. Box 346, BROADCASTING.

Manager—Successful fifteen year network affiliate record. Thoroughly experienced all departments. Best references. Can be available on short notice. Box 577a, BROADCASTING.

Manager available. Ten years in commercial radio. Experienced in all departments. Five years assistant to manager. College man. Box 683, BROADCASTING.

Sports director, with nine years play-by-play in major sports, commercial news, and wide program production backgound desirous of combination program-sports managership. Family. Available January 15. Box 676, BROADCASTING.

Young, enthusiastic, college graduate, experienced commercial manager. Time salesman, copy writer wants position with advancing station. Owns car and loves to sell. Available first of February. All good offers considered. Box 677, BROADCASTING.

Experienced, successful manager available. Came up through the ranks. Know all phases. 32, married, reference present employer. Only son taking over here. Don Granham, WCRA, Effingham, Illinois.

Wanted—Position as PD in medium size station, or as manager in smaller operation. Twelve years experience. Age 38. Very acceptable news delivery. West only. Box 665, BROADCASTING.

Salesmen

Experienced salesman and contact man with knowledge of basic television production techniques desires position in either sales, production or both with television department of advertising agency, station or network on either east or west coast. Young, aggressive, business administration degree. Excellent contacts with television film sources. Box 639, BROADCASTING.

Announcers

Announcer, 28, graduate leading radio school, Radio City. Single, will travel. Disc on request. Box 556, BROADCASTING.

Experienced sports announcer—play-by-play, sportscasting. Also topflight deejay and producer. Now employed at 5000 watt midwest network affiliate as deejay and assistant sports editor. Box 647, BROADCASTING.

Announcer—ambitious? Got it. Experience? Want it. Job? I'll take it. Married veteran, recent graduate radio school. Will travel. Disc and photo. Box 658, BROADCASTING.

Hillbilly-emcee, deejay, singer and producer. Excellent newscaster. Resonant selling voice. Other qualifications. Now on 5 kw midwest network affiliate. Box 648, BROADCASTING.

Situations Wanted (Cont'd)

Ex sportscaster and announcer in Virginia desires position in east or New England. Available after January 1. Play-by-play all sports. Well versed in all phases of radio. Disc and photo upon request. Several years experience. Write or wire Stan Kotel, 410 Fort Washington Ave., New York, N. Y.

Announcer, with five years experience all phases of Chicago radio. Desires change. Box 653, BROADCASTING.

Experienced announcer—deejay, board, versatile adlib man. Box 654, BROADCASTING.

Young girl, graduate School of Radio Technique, wants permanent position as narrator, disc jockey, children's narrator or traffic manager. Box 656, BROADCASTING.

Young woman announcer. Graduate, School Radio Technique. College education. Women's news, commercial writing, disc and children's programs. Prefer midwest, will travel. Grace Bejcek, Ingleside, Illinois.

Basketball play-by-play. Nine years experience all sports. Box 638, BROADCASTING.

Single, willing to travel. Graduate of leading radio school, Radio City, New York. Disc and photo upon request. Box 593, BROADCASTING.

Staff announcer—Young, single, veteran. Attended college and top flight New York radio school. New England preferred. Short on experience, long on ambition. Box 660, BROADCASTING.

Good newscaster—Available on fortnight's notice. 32, single, sober, presentable, experienced newsman seeks New England job. Disc, photograph and good unsolicited references gladly furnished. Box 599, BROADCASTING.

Network show experienced announcer and prominent disc jockey now program director desires good steady announcing position. Minimum salary $75.00 week. Box 622, BROADCASTING.

Experienced announcer looking for good permanent position. News, all record shows, sports. Excellent references. Single. Will travel. Available immediately. Box 684, BROADCASTING.

Announcer, ambitious, versatile. Reliable, well-trained. Box 685, BROADCASTING.

A background of many years of athletic participation, coaching, and administration plus several years of sports broadcasting, warrants your thorough investigation. Middlewest preferred but not necessary. Discs and references at your service. Write Box 666, BROADCASTING.

Stability plus ability equal performance of announcer, thoroughly experienced in news, special events, salable platter shows, sportscasts. Languages, music, education, programming, plus know how production. Available now. Call or write Herb Gottschalk, 5034 Woodlawn Ave., Chicago 15, Atlantic 5-0516.

Versatile announcer—Two years experience wants opportunity with one or five kilowatt station. Presently employed, married. Bill Foster, 410 N. Clinton St., Adrian, Michigan.

Chief announcer regional station. 6 years. Programming. Wants announcer or program director job. Box 679, BROADCASTING.

Announcer, 25, capable, experienced, strong on news, commercials. Contact Victor Petrolis, 2906 Emerald Avenue, Chicago 16, Illinois.

Presently employed as staff announcer and script writer. Want opportunity to do news and special events and assist in programming for progressive midwest, Florida or California station. Single, 23, have college degree and plenty of fresh ideas for your programs. Box 667, BROADCASTING.

Situations Wanted (Cont'd)

I know you are wondering which man from these announcer ads will really draw listeners and sell sponsors products like hotcakes. I have that record and can prove it. Excellent sponsor and management references. Have personality delivery on commercials that sell. Can furnish proof of jockey results. Authoritative newscasts. Top production. Unmarried, 23. Will travel anywhere there's good opportunity in progressive market. State salary. All replies promptly answered. Wire or write. Box 686, BROADCASTING.

Top notch morning personality looking to settle with big city station that could use morning booster. Box 662, BROADCASTING.

Attention West Coast. Play-by-play sports announcer desires affiliation near home in California. Experienced in all phases announcing, control operation. Presently employed, available for personal audition, interview, during leave of absence in February. Box 664, BROADCASTING.

Experienced staff announcer. Disc tells all. Emphasis on commercial copy. Minimum sixty dollars plus talent. Box 672, BROADCASTING.

Year's announcing experience proves versatility of young, well trained, college graduate. Good voice. Eastern US. Norman Wain, 1009 Foster Ave., Brooklyn 30, N. Y.

Technical

Engineer—First class phone, veteran, single. No commercial experience. Desires dry climate of southwest. Abstainer. Box 621, BROADCASTING.

Chief Engineer, highly qualified all phases AM and FM desires connection with progressive established station. Excellent references. Box 601, BROADCASTING.

Engineer, first class license, single, veteran. Will travel. Box 656, BROADCASTING.

Engineer, inexperienced. First class ticket, will travel. Reliable, hard worker. Box 657, BROADCASTING.

Engineer desires transmitter operating job, no bad habits. Experienced, reliable. Box 457, BROADCASTING.

Engineer, first class, experienced four years all phases except video, three years 5 kw, desires job opportunity. Single, without car, customary notice. Box 649, BROADCASTING.

Chief engineer, 15 years experience AM, FM and directionals. Prefer southeast, available February 1st. Box 643, BROADCASTING.

Combination—First phone, versatile announcer experienced all phases broadcast, active amateur, good technician. Presently employed CBS affiliate. Box 644, BROADCASTING.

Engineer, 1st phone, experience, desires middlewest as transmitter operator. S. Ronning, 102 North Blacwell Ave., Sioux Falls, South Dakota.

Operator, first, license, four years with broadcast transmitters. Want transmitter job. Location not important. Age 30. Single. Available two weeks notice. Lewis Sherlock, Box 1161, Plainview, Texas.

Experienced radio engineer desires position with educational station. Can assume full responsibility, also interested in teaching and learning. Excellent references. Write Box 673, BROADCASTING.

Engineer, first phone, nine months broadcast experience. Single, have auto. Prefer southeastern states. Box 670, BROADCASTING.

Production-Programming, others

Florida stations attention. Female dynamo experienced promotion, mc, commentator. Will project station into community. Box 681, BROADCASTING.

Situations Wanted (Cont'd)

Experienced stage and radio director seeks position as TV studio director or floor manager. Write Box 659, BROADCASTING.

Jill of all trades wants chance to become master of same at station with a future. College graduate who can turn out sales grabbing copy, write, direct, act own shows. Sixteen months experience at copy, dramatic shows, women's programs, emceeing and story telling on special children's programs. Give me a chance to use that ability. Minimum $65. Available two weeks notice. Reply Box 642, BROADCASTING.

If your station is an independent in a major market and you're tired of low Hoopers, I know how to build and promote programs that will send your Hooper up. A radio veteran of ten years. Definitely available as program director. Box 646, BROADCASTING.

Sports director-commentator, 8 years experience sports, announcing, writing and officiating. Good experience and background with college education. Play-by-play professional college and high school football, basketball and baseball. Also experienced in boxing, tennis, golf and special events. Presently employed large clear channel network affiliate. Desire larger sports setup, station or agency, AM or/and television. Produce and announce own programs, a real sportsman. Will furnish character and business references. Require good salary and talent. If you need a capable man to head your sports department and do your play-by-play contact me. Married veteran. Box 605, BROADCASTING.

Program director of 1,000 watt station with announcing, disc jockey, news and network show origination experience desires similar position with minimum salary expectations of $80.00 week. Box 623, BROADCASTING.

New TV stations—director, technician, production. Special services director, stage technician, Armed Forces radio network staff, photographic chief, Washington. Handle motion picture photographic and projection equipment, sound consoles. Produced newsreel films for Board of Education and Army. Can construct settings, script, edit and announce. Director NY Studio Players, community theater director. Trained NBC, Columbia University, others. College, veteran. Adaptable, versatile, resourceful. Franklyn Elliott, 2056 East 16 St. Brooklyn, N. Y.

Program director-producer available. Highly experienced. 5 years independent station. Past 4 years 3 to 5 weekly network comm. variety shows. Radio, TV stations and adv. agencies please write Box 687, BROADCASTING.

Producer-program director, announcer, writer. Ideas and ability. Six years of well rounded experience. Energetic, resourceful, 29 years old. $75 per week. Box 680, BROADCASTING.

Production man, music, six years radio. Choral director, arranger, program planning. Box 671, BROADCASTING.

Employment Service

If you're good—at engineering, writing, announcing, managing, programming—today, register—RRR-Radio-TV Employment Bureau (Industry's oldest), Box 413, Philadelphia.

For Sale

Equipment

Sound Mirror model BK403 portable tape recorder and RCA cartridge type portable wire recorder. Best offer takes either or both. KBOW, Butte, Montana.

1000 watt transmitter, RCA type 1K. In excellent condition and perfect in appearance. Includes two sets of tubes, an assortment of spare parts and a separate cabinet rack for monitors. Price reasonable. Will arrange for crating and shipping. Write or phone Talbott, KROD, El Paso, Texas.

Complete FM 250 watt mobile transmitter installation, can be used as test unit or permanent installation. REL equipment, 250 watt 549-DL transmitter, 642 turnstile antenna with 40 foot telescoping dural pole, 648 six volt receivers, 643 R pre-emphasis unit. Also 3kw gasoline power plant, spare tubes, etc. Equipment now installed in 1947 Ford truck, large aluminum van body. All like new. Truck run less than 2000 miles. Box 675, BROADCASTING.

For Sale (Cont'd)

Two Presto 6N floor cabinet recorders with 1D cutting heads, 125A microscopes, two 88A recording amplifiers, line amplifier, 3 preamplifiers, all equipment mounted in rack and cabinets with patch panels, meters and all associated apparatus. May be purchased as complete installation or as individual units. Two Gates turntables complete with preamplifiers, power supplies and mounted on floor cabinets. One DuMont type 274 cathode oscillograph, one supreme best frequency audio oscillator frequency range 30 to 15,000 cycles with power output 125 milliwatts. One Gates dynamode remote portable amplifier, three channel, complete with power supply and carrying case. All same as new. Will sell any or all at very reasonable price. Wm. T. Kemp, Mgr., KVER, Albuquerque, New Mexico.

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 6 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. One Truscon 380 ft. tower. Write Chief Engineer, WMAW, 723 N. 3rd St., Milwaukee, Wisconsin.

250 watt Temco transmitter, model 250 GSC, modified by Kluge Radio Co. Two years old, in excellent operating condition. $1200. Write Radio Station KAMD, Camden, Arkansas.

Wanted to Buy

Wanted to buy—FM receivers for automobile use. Ted Williams, WRSW, Warsaw, Indiana.

Equipment wanted: RCA 250 K 250 watt transmitter or similar equipment. Must be in good condition and reasonably priced. Contact Bob McRaney, Radio Station WNAG, Grenada, Mississippi.

Miscellaneous

Chief announcer. Regional. Programming. 6 years. Invest $1000 CP or going operation. Active participation. Highly recommended. Box 678, BROADCASTING.

Help Wanted

Salesmen

$8,000 REWARD

For The Right Man

If you are between 30 and 45, own an auto and are willing to travel Virginia, North and South Carolina there's a position opening about January 15 with leading transcription program producer. Prefer man with radio time sales experience. Exclusive representation required. Expenses advanced against liberal commission. Executive will train you in territory. Send references, experience and photo to BOX 682, BROADCASTING.

SALESMAN

for topnotch station, large southern market, unlimited opportunity, good guarantee until established. Must have excellent business and character references. Send full particulars with description of previous sales records to

BOX 637,

BROADCASTING

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A CAREER RESUME is the right answer to how to get
- THE RIGHT JOB
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GET THAT JOB!

Vastly superior to letters of application! Learn how a CAREER RESUME can help you to sell your services for the TOP DOLLAR. Send for FREE details now.

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Tell us your needs! Our graduates have thorough . . . full time technical training in one of the nation's finest Radio-Electronic-Television training laboratories.

These men are high grade... have F.C.C. Licenses and are well qualified to operate and maintain Radio-Broadcast and Television equipment. Write, phone or wire:

EMPLOYMENT SERVICE,
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Situations Wanted

Production-Programming, others

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Miscellaneous

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Opportunity of a Life-Time!
Own a soft drink business!

Amazing profits, liberal advertising. Choice territories being franchised. Act quickly—or tell a friend! Stations get new business wherever we open. Burma Cola, "21" Grapop, complete line. Write or wire

BURMA COLA & BANTAM BEVERAGES CO.
Munsey Bldg., Washington, D.C.
Roy E. Riddle, Anderson, S. C., So. Sales Rep.

WSPR PLAN

Police Help Promotion

ALL-OUT cooperation of the Springfield, Mass., police department has been secured by WSPR Springfield for its promotion of ABC's *This Is Your FBI*. The station reports that all of the police boxes, located in busy intersections throughout the city, carry two signs plugging the show and local outlet.

Originated by Howard S. Keefe, promotion manager of WSPR, the project also had the cooperation of Police Chief Raymond P. Gallagher. Although Chief Gallagher has opposed use of the boxes for commercial or semi-commercial purposes, he did lend his support to this project.

In endorsing *This Is Your FBI* as an educational feature, Chief Gallagher referred to it as being one of the only two network broadcasts which can claim complete authenticity in the law-enforcement field. As added proof of the department's support, the WSPR promotion signs also bear the signature of the Springfield police department.

Mr. Keefe chats with Patrolman Daniel Martin in one of the traffic boxes bearing the WSPR promotion piece.

WTOC Transmitter

WTOC Savannah, Ga., began using new 5 kw RCA transmitter Jan. 1 following renovation of its transmitter plant nearly four miles west of the city. WTOC, a CBS affiliate, currently has pending before FCC an application for 10 kw power. The old transmitter, a prewar composite model, will be overhauled and kept as standby equipment, the station said. WTOC, observing its 20th anniversary year, is licensed to the Savannah Broadcasting Co. on 1490 kc.

UNITED STATES Television Mfg. Corp., New York, has announced that sales for November 1948, totaled $242,535. UST, devoted exclusively to manufacture of TV sets, in April of last year added a line of home receivers to large commercial models for public places on which it had previously concentrated.

WBKB EXCHANGE

'Sun-Times' Cooperates

SERVICES OF WBKB (TV) Chicago, Balaban & Katz station, and the Chicago *Sun-Times*, Marshall Field newspaper, are being exchanged to benefit televiewers and readers mutually. The agreement, signed last week by John Balaban, station director, and Richard Finnegan, *Sun-Times* publisher, provides that the operations will work hand-in-hand in news reporting, promotions and special events.

The paper will supply WBKB with late news and features daily, with the station supplying the *Sun-Times* complete video facilities. Contract provides also for appointment of Ulmer Turner as WBKB news editor. In this capacity, he will work as liaison man between the paper and station and will organize an expanded news operation. Mr. Turner, former radio editor of the *Chicago Herald* and *Examiner*, *Herald-American* and *Sun*, has worked as broadcast commentator for the Hearst papers in Chicago and as an INS writer.

TV DILEMMA

FCC Invites Observations Of Synchronization

HOPEFUL that at least a partial solution of its television dilemma may be near, FCC last week "invited" observations of the results of NBC's synchronized operations between WNBT (TV) New York and WNBW (TV) Washington [BROADCASTING, Dec. 6, 20].

The synchronization system is designed to minimize co-channel interference and thus permit closer spacing of television stations than would be possible otherwise.

When it was announced, RCA-NBC engineers said it would permit co-channel operations by stations 150 miles apart—the keystone of FCC's original allocation plan before the question of tropospheric interference arose and prompted fears that much greater separations might be necessary.

"The Commission desires to obtain information as to the areas in or near New York City and Washington, D. C., which are deriving benefit from the synchronization," FCC said in a public notice issued Monday. "It will therefore be pleased to receive reports of observations which indicate an elimination or a discernible reduction in interference from this program."

To permit comparisons, the synchronization program is interrupted for one minute at the start of each quarter-hour period: From 0:00 to 0:01; 0:15 to 0:16; 0:30 to 0:31, and 0:45 to 0:46.

Fringe Areas

The interference occurs mostly in fringe areas of television coverage and shows up on television screens as moving horizontal black bars, which are described as a "Venetian blind" effect.

As the difference in carrier frequencies of two co-channel stations is reduced the number of interference bars diminishes. When there is no difference in frequencies—when they are synchronized—there are no bars.

The equipment, which engineers say may be produced for no more than $5,000, consists of two units: One at WNBT and one at RCA Labs in Princeton.

When the system is in operation, signals from WNBT and WNBW—both on Channel 4—are compared electronically at the output of the two radio receivers located at Princeton. Information regarding frequency differences is carried as frequency modulation of a 1,000-cycle tone by telephone line to New York.

The frequency shift of this tone is used to change the frequency of the WNBT transmitter to keep it on exactly the same frequency as the WNBW transmitter. The system is automatic.

The question of tropospheric interference is one of the major problems which led FCC to impose the current freeze on VHF TV applications.

FCC's goal has been to provide for 150 miles separation for co-channel stations and 75 miles separation for those on adjacent channels, but in a number of instances these distances have not been respected.

RCA engineers have emphasized that they did not regard it as desirable to space co-channel stations less than 150 miles apart even if synchronization is employed to reduce interference.

KSDJ FOUNDER

McKinnon House Member

ONE OF the new members of the House of Representatives during the 81st Congress will be Clinton D. McKinnon, founder of KSDJ San Diego, who relinquished control of the 5,000 w CBS outlet in 1947 when he decided to run for the office.

Mr. McKinnon, 42, captured the House seat for California's 23rd District in a campaign marking his first venture into politics. His opponent was Rep. Charles K. Fletcher (R-Calif.).

After working on several California newspapers, Mr. McKinnon, a native of Dallas, Tex., purchased the San Diego *Progress-Journal*, a free circulation paper, published three times weekly, and in 1944 converted it into the San Diego *Daily Journal*. He sold both the newspaper and KSDJ, before launching his campaign.

Unwitting Prophet

KDYL Salt Lake City learned a good lesson when it presented the dramatized show, *Children's Friend of the Air*. Prepared during balmy weather, the drama revolved about a little girl walking in snow. It called for announcer Burt Frank to inject crisp warnings that "because of the storm, all roads are blocked, no busses are running and those people leaving for work must walk. Do not leave your homes unless necessity compels." Just as the show started a blizzard swept down on Salt Lake City. Thousands preparing to leave for work thought the announcement was the real thing and laid seige to the KDYL switchboard. Transit officials urged KDYL to advise listeners busses were still running and it was safe for residents to leave their homes. KDYL announcements were used throughout the morning in an effort to clear the confusion.

Network Station With TV Opportunity

A very profitable, well established station covering one of the midwest's important and substantial markets. Has attractive television possibilities.

Earnings are excellent and make possible an unusually low ratio of net to sales price. Approximately $50,000 in quick assets included in total price of $225,000.00.

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Production

NETWORK vice presidents do have blood, in spite of rumors spread by certain comics, as proved by the above pictures. At top, Victor M. Ratner, CBS vice president in charge of advertising and sales promotion, donates his blood to the CBS blood bank established by the network in cooperation with the Red Cross for use by company personnel and their families [BROADCASTING, Dec. 20]. **At bottom, Howard S. Meighan, CBS vice president and general executive, has his blood pressure taken before giving his blood.**

WPTF-NABET Vote

RADIO engineers and technicians, excluding turntable operators, at WPTF Raleigh, N. C., will vote for or against the National Assn. of Broadcast Engineers and Technicians as collective bargaining agent. National Labor Relations Board directed that the election be held on or before Jan. 14. NLRB also has announced certification of the Miami local of the American Federation of Radio Artists (AFL) as bargaining representative for announcers, continuity writers and the music librarian at WGBS Miami.

GEORGE ZACHARY, radio producer and director, has joined program staff of CBS as television director. Mr. Zachary entered radio in 1936 as a script writer for CBS and remained with the network for six years. Since then he has been with OWI, a radio officer in the Navy, and in 1946, following his discharge as a lieutenant, he worked freelance on the *Ford Festival of American Music* and the *Vaughn Monroe Show.*

JOHN ZANE, traffic manager and sports announcer at WMMW Meriden, Conn., has been appointed station's program director.

ART ELMONN has joined announcing staff of WWSC Glens Falls, N. Y., as "Rise and Shiner."

ETHEL GREY, formerly with WFRP Savannah, Ga., as director of women's programs, and WBNX New York, as literary critic, has joined WQUA Moline, Ill., in same capacity. **"PEG" MOUSLEY** has joined station's traffic department.

GEORGE PERRY, formerly producer-director at WARM Scranton, Pa., and director of radio at Marywood College, has resigned these posts to do graduate work in speech and drama at Catholic U. of America, Washington. He is continuing as radio adviser to the Roman Catholic Diocese of Scranton.

FRANK DODGE, for eight years associate director for CBS operations staff, has joined Arthur Godfrey's production staff as assistant to Margaret Richardson.

JOHN B. CRON, former film representative, has been appointed supervisor of film procurement for NBC-TV.

ARTHUR GODFREY, CBS star, has received a trophy from the Maryland Flying Club for "his contribution in the promotion of aviation."

KEYES PERRIN has joined production staff of WGN Chicago. He was formerly producer of *Al Schacht Sports Show* on WOR New York.

TONY FARRAR has joined WAAM (TV) Baltimore, as staff producer.

WALTER H. MITCHELL has joined continuity staff of WRBL Columbus, Ga.

LAWRENCE J. GERAGHTY, announcer-producer at KWRN and KWRN-FM Reno, Nev., has been appointed program director of the two stations.

ROBERT HAYTON has re-joined announcing staff of KGVO Missoula, Mont. He was with KGVO in 1942-43, while attending Montana State U.

BOB DINGMAN, formerly with WTRY Troy, N. Y., has joined announcing staff of WCSS Amsterdam, N. Y.

ROBERT BANNER Jr. has joined program department of NBC's Central Division, Chicago, as assistant production director. Other personnel additions include: **CHARLES HOBIN,** assistant production director; **MARSHALL HEAD,** film librarian; **MIRTH DURBAHN,** script girl, and **FRANCIS SCOTT,** assistant operations manager.

BERNE ENTERLINE (Rex Dale) has joined WCKY Cincinnati, where he will emcee early morning disc shows. He was formerly with WMMJ Peoria, Ill., where he handled programming and record shows. Mr. Enterline was listed as joining WMMJ in BROADCASTING, Nov. 29.

ABC STATIONS

Affiliates to Hold Meetings

A SERIES of meetings with representatives of its 272 affiliated stations has been scheduled for January and February by ABC. The meetings, announced by Otto Brandt, director of station relations, are held each year to better acquaint the network with the problems of its affiliates in eight ABC districts.

The sessions also provide opportunity for the stations to become more fully acquainted with network plans and developments and to promote closer cooperation in sales, programming and general station relations.

First of the meetings will be held on Thursday, Jan. 6, at New York's Waldorf-Astoria, when representatives of stations in the northeastern district meet with network officials headed by Edward J. Noble, ABC board chairman; Mark Woods, president, and Robert E. Kintner, executive vice president.

Southcentral and southeastern district stations will meet at New Orleans' International House on Monday, Jan. 10. Southwestern, middle and central states districts will convene Thursday, Jan. 27, in Chicago's Ambassador East Hotel.

Mountain and Pacific areas will meet Thursday, Feb. 3, in the St. Francis Hotel, San Francisco.

10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
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FRESNO'S FIFTY

More than a million people, over a billion dollars in retail sales. That's the big, lucrative Central California market you'll cover on KFRE come February, 1949.

More than a million—over a billion. It's a sweet story. Ask Avery-Knodel, Inc., representatives.

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Mr. Len Thornton
Swancy, Drake & Bement
Chicago, Ill.

Dear Len:

Guess jest 'bout everbody in an 'round Charleston, West Virginia, wuz listenin' t' W C H S t'other night when W C H S broadcast th' W C H S - Charleston Gazette Salvation Army show . . . Collected $11,200 — more than $1,000 over th' goal. Yessir, shows what an A u d i e n c e W C H S really has with them 5000 watts at 580. You kin bet ever one o' them 5000 watts wuz performin' fer this big public service program . . . one o' the' many successful services WCHS is famous fer in Charleston, West Virginia.

Yrs.

Algy.

W C H S

Charleston, W. Va.

For News of All Radio

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• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

Promotion

YOUNGSTERS will sing and play their way to music scholarships on *Musical Horizons*, series of 35 Sunday afternoon programs for Rhode Island musical talent, being aired by WPJB-FM Providence, R. I. Program will continue until spring when elimination contests will be held to choose the best of the winter's winners. The three most promising youngsters will receive musical scholarships provided by WPJB.

'Favorite Program' Contest

TO test listenership and promote its programs, WHB Kansas City, Mo., conducted a series of "Favorite Program" contests. Listeners submitted names of WHB programs they liked best and why, and each received a prize for entry.

Just a Gag?

"HERE'S hoping that you had a most enjoyable time . . . at the annual WMT [Cedar Rapids, Iowa] Christmas Party. . . ," states that station's post-Christmas Party promotion release. And for those who had too much "party" they thoughtfully enclosed a small, one-dose package of Alka-Seltzer.

Married On Air

THE *950 Club* heard on WPEN Philadelphia, played "airplane cupid," for two of its fans. Jack Jones, of Hollingshead Corp., and Jean Carpenter became engaged while flying over Philadelphia in Hollingshead plane and listening to the *950 Club*. And on Dec. 18 they were married—in the same plane, 5,000 feet above Philadelphia. The *950 Club*, of course, provided the wedding march.

Hot Spot

WALL calendars for 1949, attached to a dial type thermometer, and carrying the message "Hottest Spot On The Dial-WJHP-1320," have been distributed by WJHP Jacksonville, Fla. Calendars have been sent to program sponsors, and each succeeding year refills will be distributed.

PERSONNEL

H. ELLIS SAXTON, promotion director of WISN Milwaukee, has resigned to go into business for himself as promotion consultant.

MITCHELL de GROOT, ABC advertising and promotion copy chief, has been appointed assistant advertising and promotion director. Mr. de Groot joined ABC as copy writer in April 1945, having previously been advertising and promotion manager of WCAE Pittsburgh.

JOSEPH ROTHENBERGER, former television correspondent in NBC's information department, has joined WNBC New York, as promotion assistant.

FRISCO MEET

To Air Radio Forum Role

PUBLIC affair programs will be emphasized during the Western Radio Conference Feb. 24-25 when broadcasters, teachers, audio-visual directors and listener groups gather for their second annual meeting at the Marine Memorial Club in San Francisco.

Six plenary sessions will be devoted to the techniques of good programming in children's programs, documentaries, talks and discussions, and community projects. Specific examples will be explored in each session. The children's field will be divided into classroom listening and leisure-hour programs. Plans were outlined by John C. Crabbe, director of radio for College of the Pacific.

Herald Maulsby, CBS assistant director of public affairs, New York, is scheduled to sit in as a panel member in a period on radio's forum programs. Luke Roberts, educational director, KOIN Portland, will direct.

In sessions on documentary broadcasts, stress will be laid on small stations and school-operated outlets. Radio's role in fund drives and educational campaigns will be discussed.

Mr. Crabbe said there was a possibility of a TV demonstration. Principal speaker at the conference is to be announced later, with the major address to be delivered at the final session. There will also be individual meetings of certain allied groups, among them the Assn. for Education by Radio.

Adler Appoints

ADLER SONS Shoe Corp., New York, appointed the Frederick Clinton Co. to handle its advertising, effective Jan. 1. Harold S. Rieff is account executive. Radio will be used, with sale copy scheduled for local spot use in New York area during January. No further plans have been decided.

NEW KSDJ San Diego owner, Charles E. Salik, is shown with Hildegarde during a cocktail party given Dec. 1 by Mr. Salik. During the party Mr. Salik announced change in call letters to KCBQ, effective Jan. 1. Station used double call to acquaint listeners with change.

WNBC CARES

Food Appeal Nets 11 Tons

ELEVEN tons of CARE packages were sent to Europe in time for the holidays as the result of an all-day appeal by WNBC New York, according to Paul Comly French, executive director of CARE.

The appeal started at 5:30 Thanksgiving morning and continued all day, with every program devoted to the drive. Contributions were directed to a special post office box. Names such as Douglas Fairbanks Jr., and Edna Ferber appeared on the station to further the appeal.

It is estimated that the food resulting provided more than 380,000 meals.

In a letter from Mr. French to Thomas B. McFadden, manager of WNBC, the station was commended for its service. In 1947, WNBC made a similar appeal which resulted in the shipment of eight tons of CARE packages.

KOSA Odessa, Tex., played host to 5,000 children and parents at its Christmas party in the Extor County Auditorium. Station provided entertainment and a Santa Claus who gave each youngster a gift stocking.

It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

Engineering

(Continued from page 29)

television field, providing service to smaller communities and other areas on a worthwhile competitive system. The extension of the coaxial cable will not only result in greater stimulation to the growth of television but will provide bigger and better programs, increase the viewing audience and thereby reduce the cost per viewer, which is so important to the advertiser."

With an assertion that television is now "the loudest question," John Creutz joins the chorus of those calling for more video channels.

Mr. Creutz doesn't think it likely that other services in the 40-300 mc range will make way for video and that the 500-800 mc band "good, bad or indifferent," must be used.

Mr. Cruetz

On the subject of tropospheric interference, Mr. Cruetz holds these views: "Such scanty data as is available indicates that with such uncertain and varying propagation conditions, our ideas of service areas and interference standards as we have used them must be left behind in the broadcast band. T. I. D. [FCC's Technical Information Division] report 2.4.5. concludes with an estimated accuracy of 10 d.b. In making interference calculations this is the equivalent of not knowing whether the radiated power is 20 kw or 200 kw."

FM was described by Mr. Cruetz as a marvelous and, in most ways, an improved service. But he believes the public will not rush to replace a system it has been enjoying for a generation.

"The 700 FM stations in operation, and the more to come," Everett L. Dillard maintains, "will demonstrate FM's excellent primary coverage, particularly at night and will establish the economic security of FM broadcasting in 1949.

"TV's problem is its limited number of channels in the VHF band which must be adequately engineered and properly allocated. UHF television must be solved if a freely competitive TV allocation is to be achieved."

Mr. Dillard, former president of FM Assn., believes the fate of AM rests with the 1949 conference on the North American Regional Broadcasting Agreement. He insists that America can not meet increased foreign demands without degrading our own national service and further congesting our own domestic AM broadcasting frequencies.

"The new NARBA," he admonishes, "is more important than most broadcasters appreciate and its effect will only be known after the Conference has been concluded."

Mr. Gillett

Glenn D. Gillett of Glenn D. Gillett & Assoc., does not expect any material change in the present VHF TV allocation as the result of the freeze.

"The effect of increased tropospheric interference," he contends, "will be largely counterbalanced by synchronization, simple directive receiving antennas, directive transmitting antennas and other similar developments."

Mr. Gillett maintains UHF is not yet out of the laboratory and there is not enough data now available on it to permit an accurate prediction of coverage.

He sees a continuing development of FM with most rapid acceptance in areas of poor conductivity where there are high static levels much of the year. AM will continue to be the basic means of broadcasting for many years to come in many areas although ultimately it will be largely supplanted by FM and/or TV services, according to Mr. Gillett.

Since he accepts super-power for Mexico as already a "fait accompli," he insists that the U. S. must not only authorize but also compel the use of super-power AM stations on the clear channels. He considers it the only way economically feasible to reach the remote areas which could not of themselves support local facilities.

A saturated AM spectrum has made 1949 the year of opportunity for FM, in the opinion of Frank G. Kear of Kear & Kennedy.

Sees Growth

Mr. Kear forecasts a year of growth comparable to the year just concluding for television, which he characterizes as being "in the 'teen-age' period, somewhat awkward and ungainly, but clearly demonstrating its potentialities."

He predicts that a sound engineering basis for allocation should be forthcoming in a few months.

"Technical advances providing higher transmitter powers, and more selective receivers with bigger kinescopes should serve to maintain the present healthy rate of growth," he points out.

According to J. C. McNary, of McNary & Wrathall, "planning operations for the year (1949) will naturally be directed almost entirely to TV, with initial attempts being made to estimate the outcome of the current FCC allocation proceedings for the present TV frequency band, the UHF band, and color in the UHF band. The substantial time required for FCC decisions in these important policy matters is expected to delay further TV expansion until late in the year."

Mr. McNary

Consulting Engineer Herbert L. Wilson cautions broadcasters that they "should not place their money in FM, but instead place it in television."

Mr. Wilson

"It is believed that as long as we are to have two forms of broadcasting; namely aural and video, that FM would be a duplication in part of the aural broadcasting system in that FM does not have the coverage of AM, and at least the AM service can be heard in some form throughout the United States.

"One of the things that must be done at an early stage of the television game is to get television facilities out of the hands of the blue-chip boys. This can be done only by forming corporations and where possible placing the stock of these corporations in the open market."

Dixie B. McKey is convinced 1949 will be a banner year for radio, offering great opportunity for progress in all phases of the radio art.

Mr. McKey

"While it is true," Mr. McKey said, "that we are faced with the solution of many intricate problems such as allocation of frequencies in the UHF and VHF bands; the adaptation of standards for a nationwide television service, and the ever present problem of high power in the standard bands with its intercontinental complications, cooperation and effort of the entire industry can and will overcome these obstacles."

Co-Axial Time

(Continued from page 23)

available follow:

NBC will carry the *Camel Newsreel* Monday through Friday at its regular 7:50-8 p.m. time on its full East-Midwest network and also the *Howdy Doody* program across the board at 5:30-6 p.m. Once-a-week NBC commercial TV programs to go on the enlarged network will include: *Texaco Star Theatre*, Tuesday, 8-9 p.m.; *Kraft Television Theatre*, Wednesday, 9-10 p.m.; *Bigelow-Sanford Show*, Thursday, 9:30-10 p.m.; Gillette's Friday night fights, 10 p.m. to conclusion.

What will go into the Tuesday, 10:30-11 p.m., and the Saturday, 9:30-11 p.m. periods allotted to NBC was not immediately known. The *Philco Television Playhouse* will hit the full network every other Sunday, 9-10 p.m., in place of its present weekly schedule.

DuMont planned to network some of the daytime schedule begun Nov. 1 on the DuMont key station, WABD (TV) New York, to the Midwest: *Television Shopper*, 10-10:30 a.m.; *Friendship Circle*, 10:30-11 a.m.; Stan Shaw, 11 a.m.-12 noon; *Camera Headlines*, 12 noon-12:15 p.m.; *Man in the Street*, 12:15-12:30 p.m.; Ted Steele, 12:30-1 p.m.; *Okay Mother*, 1-1:30 p.m. Network also planned to use the 2:30-3:30 p.m. period but had not determined what programs would be put into that time.

It is presumed that General Mills, sponsor of Ted Steele on WABD, and Sterling Drugs, sponsor of *Okay Mother*, will extend their sponsorship of these programs to the full network. How the other programs, largely sponsored by local New York companies, would be handled on the network, had not been fully determined.

ABC, also attempting to work out its network schedule, said that *The Singing Lady*, sponsored by W. K. Kellogg Co. in the East, Sun. 6:30-7 p.m., would be extended to the full network. Program will run sustaining in the Midwest until Feb. 13, when Kellogg will sponsor it there as well as in the East.

CBS had no details to announce immediately. Neither did WPIX New York for the periods in which it will utilize the cable to feed programs to WGN-TV Chicago.

With the major bottle-neck problem of the East-to-West cable time division out of the way, network and telephone company representatives met last Thursday afternoon to begin cleaning up the remaining details: Division of time on the West-to-East circuit of the Chicago-New York cable, how the extra channels of the New York-Washington circuit should be used, and the Chicago-St. Louis circuit.

AT&T's regular mileage rates would be charged, the company said, but with the provision that since the networks are forced to share the facilities the total revenue will not exceed the sum which any one company would pay for exclusive use.

Other problems still to be settled concern advertisers who have sponsored programs on eastern networks and would like to extend their coverage to the Midwest but are not in periods when their networks have the cable. Since AT&T has promised more facilities before July 1 [BROADCASTING, Dec. 20, 1948], this problem is not as acute as previously feared.

WITH MOVE of GE *House Party* from CBS to ABC, effective today (Jan. 3) program will originate from Breneman's Restaurant, Hollywood. Program broadcasts 12:30-1:00 p.m. PST for East and Midwest, with transcribed repeat on West Coast from 2:30-3:00 p.m. PST.

FCC Actions

(Continued from page 63)

Applications Cont'd:

Transfer of Control

WEXT Milwaukee—Transfer control to Lee K. D. Beznor, David Beznor, Gerald Bartell, Rosa B. Evans and Loraine A. Cromey.

APPLICATION RETURNED

WTRR Sanford, Fla. — RETURNED Dec. 17 application for assignment of license from James S. Rivers tr/as Southeastern Bcstg. System to Myron A. Reck.

APPLICATIONS DISMISSED

Knoxville Pub. Co., Knoxville, Tenn. —DISMISSED Dec. 22 application for CP new AM station 1490 kc 250 w unl.

WATO Oak Ridge, Tenn. — DISMISSED Dec. 22 application for CP change from 1490 kc to 1450 kc.

December 28 Decisions . . .

BY THE SECRETARY

W H O P - F M Hopkinsville, Ky. — Granted license for new FM station; Ch. 254 (98.7 mc) ERP 22 kw; ant. height above average terrain 210 ft.

WPAD-FM Paducah, Ky.—Same; Ch. 245 (96.9 mc) 17 kw; 335 ft.

WBET-FM, Brockton, Mass.—Same; Ch. 249 (97.7 mc), 800 w; 275 ft.

WMGW-FM Meadville, Pa.—Same; Ch. 262, (100.3 mc), 10 kw, 585 ft.

WSAP-FM Portsmouth, Va.—Same; Ch. 259, (99.7 mc), 100 kw, 350 ft.

WTRC-FM Elkhart, Ind.—Same; Ch. 264, (100.7 mc), 22 kw, 420 ft.

WFAM Lafayette, Ind.—Same; Ch. 236 (95.1 mc), 12 kw, 360 ft.

WATL-FM Atlanta, Ga.—Same; Ch. 248 (97.5 mc), 44 kw, 305 ft.

WQAM-FM Miami, Fla.—Same; Ch. 235 (94.9 mc), 60 kw, 350 ft.

WHCU-FM Ithaca, N. Y.—Same; Ch. 247 (97.3 mc), 40 kw, 730 ft.

WMGM-FM New York — Granted license covering changes in FM station: Ch. 262 (100.3 mc), 18 kw, 530 ft.

WKAP WKAP-FM Allentown, Pa.— Granted assignment of license of AM station and CP for FM station from partnership doing business Allentown Bcstg. Co. to WKAP Inc.

KTAE Taylor, Tex.—Granted assignment of license from Graham Gillis Conoley, Dr. Raymond Garrett and K. L. McConchie d/b as Williamson County Bcstg. Co. to KTAE Inc.

WHAI Shelbyville, Tenn.—Granted assignment of license from J. O. Fly Sr., George F. Fly and Harvard P. Smith d/b as Shelbyville Bcstg. Co. to Shelbyville Bcstg. Co. Inc.

WEMB WEMB-FM San Juan, P. R.— Granted assign. of CP for FM station and license for AM from El Mundo Bcstg. Corp. to Angel Ramos d/b as El Mundo Bcstg. Co.

KBKO Portland, Ore.—Granted assignment of CP from Harold Krieger and Gordon E. Bambrick, co-partners d/b as Mercury Bcstg. Co. to Mercury Bcstg. Co. Inc.

Allen B. DuMont Lab. Inc., Area Pittsburgh.—Granted CP new Exp. TV relay W3XCS.

WJBB Haleyville, Ala. — Granted mod. CP for approval of ant., trans. and studio locations, and change type trans.

KFTM Ft. Morgan, Col.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

Following were granted mod. CPs for extension of completion dates as shown: KTLA Los Angeles, to 3-1-49; KOB-TV Albuquerque, N. M., to 4-1-49; W2XBH Area Nutley, N. J., to 3-26-49; W6XYZ Pasadena, Calif., to 3-1-49.

WTFM Tiffin, Ohio.—Granted license for new FM station; Ch. 252 (98.3 mc), 450 w, 120 ft.

WMUS-FM Muskegon, Mich.—Same; Ch. 263 (100.5 mc), 3.2 kw, 280 ft.

WFIN-FM Findlay, Ohio.—Same; Ch. 263 (100.5 mc), 8.2 kw, 245 ft.

KRLD-FM Dallas, Tex.—Same; Ch. 223 (92.5 mc), 46 kw, 490 ft.

WIP-FM Philadelphia — Granted license covering changes in FM station: Ch. 227 (93.3 mc), 20 kw, 430 ft.

WEBC-FM Duluth, Minn.—Same; Ch. 222 (92.3 mc), 62 kw, 750 ft.

KGBS-FM Harbenito, Tex.—Granted license new FM station; Ch. 234 (94.7 mc), 7.4 kw, 410 ft.

WKXY Sarasota, Fla.—Granted mod. CP for approval of ant., trans. and studio locations.

W L F M Lewiston-Auburn Bcstg. Corp., Lewiston, Me.—Granted request to cancel CP for new FM station.

The following were granted mod. CPs for extension of completion dates as shown: KFMV Hollywood, Calif., to 1-15-49; KVNJ-FM Fargo, N. D., to 2-6-49; WLPM-FM Suffolk, Va., to 3-28-49; KPOR Riverside, Calif., to 7-19-49; WENY-FM Elmira, N. Y., to 4-17-49; WLAV-FM Grand Rapids, Mich., to 7-12-49; WRGA-FM Rome, Ga., to 3-10-49; WAUX-FM Waukesha, Wis., to 6-15-49; WMGY-FM Montgomery, Ala., to 2-4-49; WKHN New Brunswick, N. J., to 7-13-49; KFAB-FM Lincoln, Neb., to 6-1-49; KMFM Monroe, La., to 4-1-49; WBSM New Bedford, Mass., to 2-15-49; WISE-FM Asheville, N. C., to 4-1-49; WGAU-FM Athens, Ga., to 2-15-49; WGTM-FM Wilson, N. C., to 5-15-49; WIBG-FM Philadelphia, to 6-1-49; W3XOT Washington, D. C., to 1-31-49; KLAC-TV Los Angeles, to 8-1-49; WMBD Peoria, Ill., to 3-28-49.

WTNB WTNB-FM Birmingham, Ala. —Granted assignment of CP and license of AM station and CP of FM station from Radio Station WTNB to Pilot Bcstg. Corp.

WEAB Greer, S. C.—Granted mod. CP for approval of ant. and trans. location, and change studio location and type trans.

McMinnville Bcstg. Co., McMinnville, Ore.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

Land O'Corn Bcstg. Co., Webster City, Iowa.—Granted mod. CP for approval of ant. and trans. location.

WLIN Merrill, Wis.—Granted mod. CP to make changes in vertical ant.

KNUZ Houston, Tex.—Granted CP install alternate main trans. at present site of main trans. to be operated on 1230 kc 250 w unl.

KBRS Springdale, Ark.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio locations.

KSPT Sandpoint, Ida.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

Following were granted mod. CPs for extension of completion dates as shown: WXEL Parma, Ohio, to 5-30-49; WSFA-FM Montgomery, Ala., to 3-31-49; WHIS-FM Bluefield, W. Va., to 3-1-49; WKAL-FM Rome, N. Y., to 3-2-49 (on condition that construction be completed or interim operation provided by that date); KPOJ Portland, Ore., to 2-7-49; WHIS Bluefield, W. Va., to 2-1-49; WKVM Arecibo, P. R., to 3-15-49; WICA Ashtabula, Ohio, to 5-28-49; WDEV Waterbury, Vt., to 3-19-49; WHAY New Britain, Conn., to 4-15-49; WAUX Waukesha, Wis., to 6-15-49; KVNJ Fargo, N. D., to 2-6-49; WSAY Rochester, N. Y., to 6-18-49; KTSA San Antonio, Tex., to 6-1-49; KINE Kingsville, Tex., to 1-12-49; WGBS Miami, Fla., to 1-20-49.

WTAX Springfield, Ill. — Granted license install new vertical ant. and mount FM ant. on AM tower and change trans. and studio locations.

WNEX Macon, Ga.—Granted license installation new vertical ant. and mount FM ant. on AM tower.

WTAM Cleveland—Granted license install FM ant. on top vertical ant.

WMSA Massena, N. Y.—Granted license install new vertical ant. and mount FM ant. on top AM tower.

WHAS Louisville, Ky.—Granted license mount highway radio telephone ant. on top AM tower.

WAGA - AM - FM - TV Atlanta, Ga. —Granted assignment from Liberty Bcstg. Corp. to The Fort Industry Co.

WWVA WWVA-FM Wheeling, W. Va. —Same; from West Virginia Bcstg. Corp. to The Fort Industry Co.

WMMN Fairmont, W. Va.—Same from Monongahela Valley Bcstg. Co. to The Fort Industry Co.

WJBK WJBK-FM Detroit — Same from Detroit Bcstg. Co. to The Fort Industry Co.

WCMA-FM The Cornith Bcstg. Co., Cornith, Miss.—Granted request to cancel CP new FM station.

WWNR-FM Rahall Bcstg. Co. Inc., Beckley, W. Va.—Granted request to cancel CP new FM station.

Following were granted mod. CPs for extension of completion dates as shown: WOI-FM Ames, Iowa, to 3-28-49; WEAM-FM Providence, R. I., to 3-15-49; WJDX-FM Jackson, Miss., to 4-15-49; WWNI Wabash, Ind., to 3-28-49; WMIN-FM St. Paul, Minn., to 3-30-49; KONO-FM San Antonio, Tex., to 6-28-49; KTRB-FM Modesto, Calif., to 6-15-49; WCBM Baltimore, to 7-5-49.

WRMS Ware, Mass.—Granted license for new standard station 1250 kc 500 w D.

December 29 Decisions . . .

BY COMMISSION EN BANC

Transfer Authorizations

Consent was granted to stock transfers and assignment of authorizations for 27 AM and FM stations (See story page 52).

Hearing Designated

Harrisonburg Bcstg. Co., Harrisonburg, and County Bcstg. Service, Mount Jackson, Va.—Designated for consolidated hearing application of Harrisonburg and County Bcstg. Service, each requesting new station 1230 kc 250 w unl.

Petition Granted

James Madison Bcstg. Corp., Orange, Va.—Granted petition insofar as it requests modification of Issue No. 8 of Commission order of Aug. 4, 1948, which designated for hearing in consolidated hearing applications of James Madison Bcstg. Corp. and Harrisonburg Bcstg. Co.; denied petition in all other respects; ordered that Commission's order of Aug. 4 be amended to change Issue No. 8 to No. 9 and to include as Issue No. 8 an issue to determine whether application of James Madison Bcstg. Corp. was filed in good faith for purpose of delaying or preventing establishment of competitive broadcast service of WSVA Harrisonburg, etc., and further ordered removal of application of Harrisonburg Bcstg. Co. from said hearing with respect to all issues therein.

CP Reinstated

W H J B Pittsburgh Radio Supply House, Greensburg, Pa.—Granted reinstatement of CP as mod., which authorized new station 620 kc 500 w-N 1 kw-D DA.

Hearing Designated

St. Mary's U. Bcstg. Corp., San Antonio, Tex.—Designated for hearing application for new station 1240 kc 250 w unl. in consolidated proceeding with application of Metropolitan Bcstg. Co., Alamo Heights, Tex.

FM—93.5 mc

Northern Indiana Bestrs. Inc., Michigan City, Ind.—Granted CP new Class A FM station, Channel 228 (93.5 mc), 1 kw, 180 ft., subject to indirect measurement of power of WIMS during construction of FM ant. and submission of new ant. resistance measurements for WIMS upon completion of construction. Estimated cost: $12,115.

December 29 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KEIO Pocatello, Ida.—Mod. CP which authorized change frequency, increase power etc. for extension of completion date.

License Renewal

License renewal applications were filed by following AM stations: KIYI Shelby, Mont.; KRAI Near Craig, Col.; KXO El Centro, Calif.; WBLJ Dalton, Ga.; WJNO West Palm Beach, Fla.

License renewal applications were filed by following commercial TV stations: WBKB Chicago; WNBT New York; WNBW Washington; WRGB Schenectady, N. Y.

TENDERED FOR FILING

Assignment of CP

KBUK (FM) Dallas, Tex—Assignment of CP from Buckner Orphans Home to Baptist General Convention of Texas.

Stock Transfer

WLBG Laurens, S. C.—Transfer of 1,450 shares from J. C. Todd to J. W. Todd.

AM—1330 kc

WASA Havre de Grace, Md.—CP change from 1600 kc 500 w D to 1330 kc 1 kw D.

AM—1480 kc

KBRC Mount Vernon, Wash.—CP change from 1430 kc to 1480 kc, D to unl., install DA-N, operating with 500 w.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO DECEMBER 29

Class	On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,911	1,857	272		520	287
FM Stations	698	208	712	45*	90	31
TV Stations	51	7	116		312	181

* 14 on the air.

AM APPLICATIONS

Beverly Hills, Calif.—John R. Martin and D. V. O'Brien d/b as Beverly Hills Broadcasters, 840 kc, 1 kw, daytime; estimated cost $23,392. Mr. Martin, five-sixths owner, is salesman at K W I K Burbank, Calif., and Mr. O'Brien, one-sixth owner, is in home construction business. Filed Dec. 23.

Cairo, Ga.—Grady-Mitchell Broadcasting Co., 1300 kc, 1 kw, daytime; estimaed cost $27,845. Principals: Ed Stevens, president and one-third owner WDWD Dawson, Ga., and chairman of the board and 20.66% owner of Stevens Industries Inc., Dawson, peanut products and processing firm, president and 48% owner; M. E. Williams, president and 10.43% owner of Stevens Industries, vice president 16⅔%; Geise Dozier, executive vice president and 4.42% owner Stevens Industries, vice president 3⅓%; Ed Young, executive vice president and 6.98% owner Stevens Industries, secretary-treasurer 1⅔%; W. C. Woodall, secretary-treasurer, general-manager and one-third owner WDWD, executive vice president 33⅓%. Filed Dec. 22.

El Paso, Tex.—Claude H. Craig, 860 kc 500 w, daytime; estimated cost $24,276. Applicant has request for TV pending there. He is local auto dealer. Filed Dec. 29.

Long Beach, Calif.—J. Bruce Taylor Sr. d/b as Long Beach Broadcasters, 820 kc, 1 kw, daytime; estimated cost $14,392. Applicant is apartment house owner and sheriff of Los Angeles County. Filed Dec. 23.

Riverside, Calif.—Vernon D. Smith d/b as Public Service Broadcasters, 880 kc, 1 kw, daytime; estimated cost $18,-050. Applicant is San Bernardino branch manager of Dean Witter & Co., member New York stock exchange. Filed Dec. 23.

FM APPLICATIONS

Hattiesburg, Miss.—Forrest Broadcasting Co., Channel 250 (97.9 mc), ERP 1 kw, antenna 312 ft.; estimated cost $2,450. Applicant is licensee of AM station WFOR there. Filed Dec. 22.

Jersey City, N. J.—Seymour N. Siegel, Channel 276 (103.1 mc), ERP 1 kw, antenna 250 ft.; estimated cost $15,000. Applicant is general manager of WNYC, New York's municipal station. Mr. Siegel proposes to purchase plant of WFMO Jersey City, FM station dropped in October by Fidelity Media Broadcasting Corp. [BROADCASTING, Nov. 9, 1948]. Filed Dec. 27.

Little Rock, Ark.—Southwestern Broadcasting Co., Channel 231 (94.1 mc), ERP 9-1 kw; estimated cost $16,840. Applicant is licensee of KVLC there, AM outlet. Filed Dec. 20.

Mattoon, Ill.—Mattoon Broadcasting Co., Channel 245 (96.9 mc), ERP 22.9 kw, antenna 185 ft.; estimated cost $16,500. Applicant is licensee AM station WLBH there.

New Orleans—P. G. Beauregard School, Channel 201 (88.1 mc), 10 w power; estimated cost $2,150. School covers elementary grades. Filed Dec. 29.

Storm Lake, Iowa—Corn Belt Broadcasting Co., Channel 259 (99.7 mc), ERP 3.6 kw, antenna 390 ft.; estimated cost $13,460. Applicant is licensee of KAYL, AM outlet there. Filed Dec. 20.

ABC 'GROWTH'

TV Staffers Become Dads

ABC television staffers are doing what they can to secure new talent in the bean-sprouting offspring of radio broadcasting. Actually, they're "growing their own."

Three new feminine ingenues—baby girls—were born to wives of ABC's video personnel. A recent arrival, Carol Holden, was born to Mrs. Charles Holden, wife of ABC-TV's production manager, at New York's Woman's Hospital.

Marshall Diskin, ABC-TV staff director, became the father of a seven pound, two-ounce baby girl, Shelley, at St. Claire's Hospital, also New York, while in Washington, D. C., Mrs. Charles Bishop give birth to an eight pound, six-ounce girl to be called Elizabeth. Daddy is program assistant at ABC-TV, New York.

Lawyers

(Continued from page 29)

exemplified by the WJR and related cases and will pass upon such administrative policies as local ownership, equitable distribution of broadcast facilities, integration of ownership with management, etc."

Mr. Warner predicts significant developments in the fields of copyright law, defamation, right of privacy, property rights in television broadcasts, program standards and other problems confronting the broadcaster in his day-to-day operation.

Mr. Wilkinson

The two principal unanswered questions facing FCC in the new year are what decision to reach in the clear channel proceeding and how best to allocate VHF television channels, in the opinion of Vernon L. Wilkinson, Haley, McKenna & Wilkinson.

Mr. Wilkinson contends television "can provide the spur to prosperity that the automobile industry provided in the decade following World War I," and urges prompt removal of the freeze "that now immobilizes telecasting and improvements in clear channel broadcasting."

Neville Miller, Miller & Schroeder, thinks television will be "the most active and exciting field in radio" during the coming year providing FCC is able to adopt new standards.

Mr. Miller

Mr. Miller also expects such questions as the AVCO rule, multiple ownership, the Commission's power over program content and the power to revoke licenses to be reviewed and litigated.

Interesting Developments

"Transit radio and storecasting," Mr. Miller said, "should provide interesting developments in the FM field and, of course, with a new Congress in session there is always the possibility of another attempt to rewrite the Act with the provisions concerning programming and clear channels being bitterly contested."

Mr. Pierson

According to W. Theodore Pierson, Pierson & Ball, the most disastrous error the Commission could make during 1949 would be not to make any decisions at all on such matters as clear channels, licensees' editorial gag, the radio-defamation dilemma, the question of giveaways and international and domestic allocations.

"More than any recent year," Mr. Pierson contends, "1949 can be a year of vital decision or a year of disastrous indecision. The growth of the adolescent television can be stunted or nurtured."

Jeremiah Courtney, Courtney, Krieger & Jorgensen, is convinced "the backlog of orders in the mobile field . . . makes it abundantly clear that 1949 will witness the greatest expansion of mobile radio use ever seen."

Mr. Courtney

Mr. Courtney does not expect further demands by mobile services for the low band TV frequencies. He maintains "the impact of the mobile radio services needs may be expected to fall, rather, on the government assignments, with increasing pressure generated against IRAC to yield or share some of its unused frequency bands."

With repeal of the television freeze and solution of clear channel and related problems, Ben S. Fisher, Fisher, Wayland, Duvall & Southmayd, believes the industry "can look for one of the most active periods in all of the history of broadcasting."

Mr. Fisher

"The Commission itself is doing a tremendous job in trying to solve these problems," Mr. Fisher said, "and is working with a sincere effort and determination to arrive at a successful solution of these problems on behalf of the entire radio industry."

Commission approval of TV use of the UHF band and adoption of standards for the high band are forecast by Leonard H. Marks, Cohn & Marks.

Mr. Marks

Mr. Marks believes 1,000 FM stations will be in operation during the forthcoming year. "1949 will prove that there is nothing wrong with FM that a little advertising won't cure," he said.

"We can anticipate," Mr. Marks said, "that AM daytime only stations will be given an opportunity to institute fulltime service as a result of a breakdown of clear channels and a revision of NARBA on the Mexican 1-A's."

Thad H. Brown Jr., Roberts & McInnis, thinks 1949 might be properly termed the "Year of Decisions." He maintains the Commission has never tackled a matter of greater significance than providing "a stable television industry and a sufficiency of television broadcast service."

Mr. Brown

"Aside from FCC matters," Mr. Brown stated, "many additional legal questions of general import to the television industry may be met and decided in 1949. To name several, we refer for instance to the attempted assumption by state movie censorship boards of jurisdiction over films broadcast on television, state amusement taxes relating to television reception in public places. . . ." Other problems he believes will arise are an industry television code, absolute property rights, unfair competition, equitable servitudes and unauthorized telecasts.

Porter Opinion

Paul A. Porter, Arnold, Fortas & Porter, former FCC chairman, visualizes 1949 as a year "of real decision for the FCC, the broadcasting industry and all who are concerned with the development of public communications."

Mr. Porter

"The dynamism of this business," Mr. Porter asserted, "should bring to decision next year an accumulation of issues on television, clear channel allocation and many other technical and policy problems."

Regulatory problems in video will become more acute due to the presently limited number of available channels, as well as the more extensive capital requirements, according to Arthur W. Scharfeld.

"The long range, economic and competitive effects of the great increase in new standard broadcast station authorizations issued during the early post war period should begin to make their appearance in 1949," Mr. Scharfeld warns.

Mr. Scharfeld

"A substantial number of such recently established stations are now operating on a marginal, if now unprofitable, basis and constitute the nucleus of a definite pattern in the ownership of stations," he said. Purchasers will probably continue to be those with other station interests, Mr. Scharfeld believes, and indicated "the apparent trend is for acquisitions to fall into area groupings of five to seven stations . . ." The figure is apparently influenced by FCC's proposed multiple ownership rule, he said.

"The total number of individual ownership interests . . . is thus being continually whittled down and replaced by units of interrelated stations under integrated management located in a single state . . . or geographic area," Mr. Scharfeld stated. As a result he foresees increased administrative problems for FCC.

Tremendous strides in the art of FM and its acceptance by the public, particularly in the South where static is high, with a consequent reduction in AM listeners, is the forecast of Andrew W. Bennett.

Mr. Bennett

"Television," Mr. Bennett predicts, "will make inroads on aural broadcasting in metropolitan areas serving major markets but I do not believe this will be true during the entire broadcast day." He feels video would also take a larger chunk of the advertising dollar, particularly in the 8 to 10 p.m. period and during the sports seasons.

William A. Porter of Bingham, Collins, Porter & Kistler, does not anticipate any definitive answer on giveaway programs until the courts have had an opportunity to pass upon the Commission's interpretation of the lottery law.

Mr. Porter

"Don't be surprised," Mr. Porter advises, "if the Commission initiates an indirect attack by designating renewal applications for hearing on grounds that such programming is not in the public interest, whether violative of law or not."

STRIKE AVERTED

UP Wire Men Stay on Job

STRIKE of United Press teletype operators and maintenance men, called for midnight Thursday, was averted Wednesday on the evening before the walkout was to be made effective.

An agreement between the news service and the wire men was announced by J. R. Mandelbaum, assistant regional director of the Federal Mediation and Conciliation Service. Mr. Mandelbaum said he would remain with both sides until the pact could be crystallized into a contract. Details of the settlement have not been made public.

Had a strike been called, said UP officials, 1,060 radio station clients of UP would have continued to get service.

At Deadline...

INDUSTRY 1948 TIME SALES ESTIMATED AT $398,560,000

ESTIMATES of broadcasting industry's 1948 revenue revised upward by NAB Friday to show 6.5% increase over 1947 instead of unofficial September estimate of 7.4% rise [CLOSED CIRCUIT, Dec. 13, 1948]. Dr. Kenneth Baker, NAB research department director, explained all NAB estimates are in terms of gross revenue—after frequency or volume discounts but before agency commission deductions.

Based on original study and revisions, following conclusions for 1948 appeared justified, according to Dr. Baker: Overall gross industry revenue, to increase 6.5%—from $374,086,686 to $398,560,000; operating expenses, to rise 10%—from $212,200,000 to $232,200,000; national spot revenue, to increase 10%—from $91,581,241 to $100,739,000; local revenue, to increase 6%—from $147,778,814 to $156,646,000; network revenue, to rise 4.5%—from $127,713,942 to $133,461,000.

Station revenue from national spot was largest in dollar volume and percentage—first time in several years. With spot attaining considerable volume in industry income, the 10% increase "is even more significant," NAB's report said. Greatest boosts were estimated for Ohio, Indiana, Michigan and Wisconsin.

Local business increases were highest in Minnesota, Iowa, Missouri, Nebraska, Kansas and the Dakotas. Added local revenue will go mainly to stations starting operation since Jan. 1, 1948, it was pointed out.

Operating expenses showed largest gains in New York, New Jersey, and Pennsylvania. Inasmuch as expense increases exceed revenue, profits before federal taxes will be less than 20%, "for the first time since 1939." Rising operating expenses were attributed to increased wage rates, and to fact TV and FM are supported largely by AM earnings, the study indicated.

JACK BENNY TOPS FIRST 15 EVENING HOOPERATINGS

TOP EVENING network program based on Dec. 30 Hooper report was Jack Benny, with a rating of 25.6. Biggest boost over position year ago shown by Horace Heidt show, which jumped from 36th to 10th in December ratings. Top 15 programs and ratings:

Jack Benny* 25.6; *Radio Theatre*, 24.0; Walter Winchell, 23.6; *Mr. District Attorney*, 19.4; Phil Harris-Alice Faye, 19.4; *My Friend Irma*, 19.2 *Fibber McGee & Molly*, 17.8; Bob Hope, 17.7; Charlie McCarthy, 17.6; Horace Heidt, 17.3; *Arthur Godfrey's Talent Scouts* 16.8; Bing Crosby, 16.2; *Duffy's Tavern*, 16.2; Louella Parsons, 16.1; *Crime Photographer*, 15.8. (*includes second broadcast).

FCC NAMES PLOTKIN

FCC Assistant General Counsel Harry M. Plotkin named chief of Broadcast Division of Law Bureau last Thursday and Max Goldman appointed assistant general counsel in charge of Litigation & Administration Division. They have been acting in those capacities. Previously, Mr. Plotkin had been in charge of Litigation & Administration and Mr. Goldman had been assistant chief. Mrs. Annie E. Hunttington promoted to chief of Domestic Wire Branch of Common Carrier Division, Law Bureau, as successor to Bernard Strassburg, who becomes chief of Rate Branch in that division.

NEW EXECUTIVE STAFF AT WPAT ANNOUNCED

ANNOUNCEMENT of new executive staff of WPAT Paterson, under ownership of *Passaic Daily News*, was made Thursday by new owners. James V. Cosman, former half owner, who retained 10% interest, is executive vice president and general manager. Dow H. Drukker, chairman of board of newspaper, holds similar status with radio operations. Dow H. Jr., publisher of newspapers, is president of radio operations, and Richard Drukker, his brother, and treasurer of newspaper organization, is vice president and promotion manager for radio.

Named assistant vice president and assistant general manager is Arthur Mundorff, now manager of Drukker FM station, WWDX. Earl Lucas was appointed assistant vice president and chief engineer, and Harry Adsit, business manager of newspaper, was named treasurer. Dave Golden continues as director of publicity and special events.

New FM affiliate of WPAT, which will have call WNNJ will be dedicated Feb. 1, to operate on 103.5 mc (channel 278), class B.

WPAT was acquired by Drukker family for stripped price of $464,400, 50% from Donald Flamm and 40% from Mr. Cosman.

Station is an independent and operates daytime on 930 kc with 1 kw, serving northern New Jersey area. Drukker family publishes *Herald-News* in nearby Passaic and also operates WWDX (FM), community outlet which will be discontinued when WNNJ takes air. Paterson and Passaic are contiguous markets.

FORRESTAL ON CENSORSHIP

CENSORSHIP in any form is not workable or desirable in peacetime, Secretary of Defense James Forrestal said Thursday. He indicated he agrees with news advisory group appointed early last year and composed of radio and press executives. Defense Secretary's first annual report also envisioned super type Stratovision for TV and radio as one non-military use of man-made earth satellites now under study. Defense group considering possibility of creating little moon-like outposts at edge of earth's gravitational pull, some 200,000 miles up. Radio waves would be beamed to satellites and retransmitted to wide areas of earth.

COAXIAL OPENING SPEAKERS

WAYNE COY, FCC chairman, will head speakers at Jan. 11 ceremonies opening AT&T East-Midwest coaxial cable for television. Among others, Leroy A. Wilson, president, AT&T; Frank Stanton, president, CBS; Niles Trammell, president, NBC; Allen B. DuMont, president, WABD and DuMont Labs; Mark Woods, president, ABC; F. M. Flynn, president, WPIX. Mayor William O'Dwyer of New York and Mayor Martin Kennelly of Chicago also will participate.

TRUMAN LAUDS TV

PRESIDENT TRUMAN said Thursday that television played a very important role in fall campaigning. He made statement when Bryson Rash, ABC Presidential announcer, asked at news conference what part he thought television had taken in campaign. Unfortunately TV didn't cover enough territory when it was used, President added.

NAB URGES SALARY BOOST FOR MEMBERS OF FCC

ELEVATION of salaries for FCC Commissioners to $22,500 in proposed legislation urged Thursday by A. D. Willard Jr., NAB executive vice president, in letter to Sen. Ralph E. Flanders (R-Vt.), chairman of subcommittee of Post Offices and Civil Service Committee.

Sen. Flanders to introduce bill carrying out plans of government reorganization unit for salary boosts. Bill presently provides only $17,500 for FCC members. Mr. Willard contends multi-billion dollar industry and public dependent on type of leadership FCC provides. Many other similar agencies to get $22,500 salaries under bill, slated for fast action after Congress opens this week.

'VOICE' OPENS NEW STUDIOS

NEW "Voice of America" Washington studios in Interior Dept. to open direct worldwide shortwave broadcasts today, George V. Allen, Assistant Secretary for Public Affairs, announced Friday. First major broadcasts will be opening of Congress, President Truman's State of Union address, and inauguration ceremonies Jan. 20. Main programming operation to remain in New York. Top-floor studios were reactivated last month under arrangement with Interior Secretary Krug [BROADCASTING, Dec. 13].

Closed Circuit

(Continued from page 4)

Norweb is being supported for post if his health can stand it (see editorial, page 40). It's known that FCC Chairman Wayne Coy had been proffered position, which isn't yet vacant, but to date has evinced little interest.

HIGHLIGHTS of final report of House Select Committee to Investigate FCC, due for week-end consideration by Committee, expected to include strong criticism of FCC's Blue Book and of FCC legal department; review of so-called "Lamb case" centering on issuance of multiple station grants to Attorney-Publisher Edward Lamb, and recommendation for legislation to prevent recurrence of FCC's commercial grant for Insular Government station in Puerto Rico, as well as proposal for continued Congressional study of FCC.

FULTON LEWIS Jr. and WOIC (TV), upcoming Washington outlet, negotiating exclusive deal whereby Mutual commentator would make nightly TV appearance on new Bamberger telestation. Five-a-week programs would be aired as simulcasts—combined TV, AM, FM—looking toward long-range co-op arrangement pending reality of MBS TV Network. (WOR TV New York and WOIC already set as nucleus.)

NEW AGREEMENT between *Los Angeles Mirror* and KNBH Hollywood, NBC television station, in process late last week. In addition to local news cooperation NBC will obtain rights to any special events paper develops. *L. A. Times*, sister newspaper owned by the Times Mirror Co., has agreement with CBS via KTTV.

ALTHOUGH NO NAMES mentioned, ABC officials last week admitted likelihood that Charles (Bud) Barry would not take over as Western Division vice president, despite earlier announcement following resignation of Don Searle. Change reportedly because of network's extensive television plans, and Mr. Barry's key responsibilities in programming.

it's easy to say...

It's easy for a radio station to say, "Advertising will solve your problems. Just buy some time on the air."

It's easy to say, but it isn't always true. For advertising can be really effective only when product and package are right—distribution healthy—selling appeal sound.

This fact is acknowledged at WLW, and service is geared to meet the issue squarely. There are facilities—not found at any other radio station—to aid a manufacturer all along the line. There is a "know how" peculiar to the area, and man power adequate to help you reach a position where advertising can really do a solid job.

HERE'S AN EXAMPLE:*

In 1943, the manufacturer of a proprietary doing only a negligible business in the WLW area, approached the station in regard to a radio campaign. Upon our advice, he first signed with WLW's Specialty Sales division to obtain distribution. He then began his WLW campaign, sponsoring three early-morning quarter-hours per week, using WLW's staff rural entertainers.

During the last five years, this advertiser has been a steady, year-around advertiser on WLW's early-morning schedule—is now sponsoring seven quarter-hours per week—and has engaged the services of Specialty Sales eight different times.

WLW's Drug Merchandising Department has also given full support to this client, in the matter of checks upon distribution and competitive position, dealer and consumer attitudes, the design and distribution of display material, etc.

The result? Sales have increased steadily in the WLW 4-State area—have now reached a total more than thirty times greater than when the advertiser began his WLW campaign in 1943. And he has used no other media in this area.

Yes, The Nation's Station can help you solve your selling problem in many, many ways. And when you have solved it for WLW-land, you pretty well know the answers for the nation. For WLW's Merchandise-Able Area is a true cross section of America. A vast territory where almost fourteen million people live—an area which is covered by one station as a network covers the nation. An ideal proving ground for products and ideas. A proving ground for success.

Name on request

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation